

SP D 12-54  
 MTC VIA S. HEDGES  
 NBC-ROOM 604  
 30 ROCKEFELLER PLAZA  
 NEW YORK 20 N.Y.

# SPONSOR

magazine radio and tv advertisers use

25 JULY 1955

50¢ per copy • \$8 per year

h. 2

WISCONSIN



RECEIVED  
 AUG 15 1955  
 NBC GENERAL LIBRARY

in the Land of... *Milk and Honey*

- 1 The Test Market Station recently studied by the University of Wisconsin.
- 2 The current Test Market Station for B&M Beans and Brown Bread.
- 3 The future Test Station for a big Farm Study.

Yep! Bigger'n Baltimore!



HAYDN R. EVANS, Gen. Mgr. —  
 Rep. WEED TELEVISION

## LET'S REVEAL SPOT SPENDING

page 25

Can commercials  
 entertain and sell?

page 30

Near end of 6-month  
 B&M tv market test:  
 sales 93 above 1954

page 32

Why Nash does 60  
 better in Boston

page 34

U.S. timebuyers:  
 New York, East Coast  
 and Midwest (part 2)

page 35

## WAS "LUCK" A SALES FLOP?

page 28

Has radio done all  
 that's needed to  
 revamp programs, sales?

page 64



**W-I-T-H** reaches

**74%**

**of all Baltimore homes every week!**

That's penetration for you! As the Cumulative Pulse Audience Survey shows, just about three-quarters of all the homes in Baltimore are reached weekly by W-I-T-H.

At W-I-T-H's low, low rates, W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. Just get your Forjoe man to tell you the whole W-I-T-H story!

**IN BALTIMORE THE BIG BUY IS**

**W-I-T-H**



Tom Tinsley, President

R. C. Embry, Vice-President

Represented by Forjoe & Co.

# REPORT TO SPONSORS

25 JULY 1955

## More "Monitor" may be offered

Despite talk of weekday daytime "Monitor" on NBC Radio, likelihood is that more hours during weekend will be offered to national clients first. Web will probabaly add 11 hours for network sale to current 14 hours in network option time now being sold. New periods would be 11:00 p.m. Saturday to 8:00 a.m. Sunday; 10:00 p.m. to Midnight Sunday. Additional time for national sponsors is being planned because of sales success of "Monitor," with 72% of time sold on average (national sales went as high as 97% on 4 July weekend). If okayed, weekday "Monitor" would probably be 2-hour strip.

-SR-

## GT's deal is film bombshell

Effect of General Tire's purchase of RKO Radio Pictures Corp. on Hollywood has been king-sized jolt. Overnight, GT's subsidiary General Teleradio has landed control in \$25 million deal of huge (over 400 films) RKO backlog of features ranging from "The Informer" to "Notorious," making it kingpin of tv feature film rental business and giving it potential of a "film network." Outsiders now predict that a few of choicest items may wind up as 90-minute network "spectaculars," others will be formed into new packages of a la "Million Dollar Movie" with top rental prices. RKO will continue to distribute theatrical films.

-SR-

## SAG wants 100% show reuse pay

Cost of program film reruns may skyrocket in fall if SAG gets its way. Union demands 100% of minimum scale payments to actors for second and third film runs in negotiations with Alliance of TV Film Producers. Contract expired 20 July. At SPONSOR's presstime request for federal mediation was in offing.

-SR-

## "Disneyland" rides again

Fact 90-minute preview of Disneyland Park on ABC TV 17 July ran roughshod over opposition bodes well for web's "Mickey Mouse Club," to debut in fall. Trendex rating for 15 cities gave "Disneyland" preview 19.5 rating, with 58.4% share of audience during hour and a half. CBS ran poor second with 9.1 rating, 27.3% share, while NBC got only 1.2 rating with 3.6% share (NBC shows were "Do it Yourself," and special hour program on Geneva Big Four summit meeting). ABC is now pitching to sponsors argument that appeal of Disney characters to children will attract adults to tv screen during 5:00-6:00 p.m. period of "Mickey Mouse Club."

-SR-

## Polls show anti- fee tv trend

Continuing agitation on fee tv front reflected by recent newspaper polls, both of which showed strong opposition to coin-box video. Statewide survey by Minneapolis Star & Tribune showed 72% of all adult tv householders against fee tv with 22% in favor. Poll by El Paso Herald Post came up with thumping 15-to-1 vote against subscription tv. Meanwhile, date for public hearings on fee tv question draws near with deadline for rebuttal comments to FCC set at 11 September.



## REPORT TO SPONSORS for 25 July 1955

- TvB promotion spending up** Promotion activities by TvB in its first year are running at high gear, as members keep coming in. TvB is now spending at rate well over \$400,000 annual budget set when group got underway 1 January. New members announced last week included 5 stations, one rep. Total membership is now 140 stations, 8 reps, one network (CBS). New station members are KTRK-TV, Houston; WCPO-TV, Cincinnati; WEWS, Cleveland; WMAL-TV, Washington, D.C.; WUSN-TV, Charleston, S.C. New rep member is Branham Co. Reps already members are Blair-TV; Free & Peters; Harrington, Richter & Parsons; Hoag-Blair; Katz Agency; Meeker-TV; Edward Petry.
- SR-
- Local am show audience come** Degree to which single radio show can accumulate audience is shown by Nielsen Station Index for New York City. April report showed one morning music strip reached 170,000 homes per broadcast, 902,000 different homes in 4 weeks. Figuring average of 1.5 listeners per home, 4-week total comes to 1,353,000 persons catching one show on one station.
- SR-
- Spot dollar figures sought** Renewed efforts to gather detailed data on spot radio expenditures will be made in fall. RAB will query cross-section of stations to get dollar figures by brands. These would be released quarterly. James M. Boerst, publisher of "Spot Radio Report," will make intensive canvass of ad agencies for spot radio facts. "Spot Radio Report" now runs data given by agencies, but number of brands reported is small. Still burning question of how spot data—both radio and tv—should be gathered is subject of questionnaire in current issue of SPONSOR. Questionnaire is directed at sponsors, agencies, reps. (For details on questionnaire and background of 20-year-effort to unearth spot air spending, see page 25.)
- SR-
- Ronson returns to net tv** Ronson's late-summer plunge into network tv through Norman, Craig & Kummel (formerly Wm. Weintraub agency) is part of agency's rapid tv build-up. Firm's 52-week sponsorship of 2 nights of CBS TV Doug Edwards, starting 24 August, marks Ronson's reentry into network after 5-year hiatus. Ronson's \$3.5 million tv expenditure will bring agency's tv billings to \$11 million, according to radio-tv v.p. Walter Craig, "although we started from scratch in January."
- SR-
- Why PM dropped "I Love Lucy"** Trade press reports Philip Morris dropped tv in favor of print are incorrect, SPONSOR learned in doing story on PM's Marlboro. Actually, switch is from network to spot. Though final budgets aren't set, ad director Roger Greene expects more than half this year's ad dollars will be spent in spot tv, radio. Move is spurred by feeling time for change of ad pace had come. Additional factor: firm believes brief, simple copy story does not require lengthy program commercials. This is reason behind company's cancellation of "I Love Lucy," "Public Defender" not dissatisfaction with shows themselves. (See page 28.)
- SR-
- CBS Radio push on tailored webs** Latest CBS Radio presentation puts new emphasis on way advertisers can tailor web to specific geographic areas. Cited among clients using limited networks are Amoco, with Atlantic Coast skein; Corn Products, with Southern lineup; Hanam Brewing, with Midwestern web. Dubbed "New Patterns," CBS presentation highlights growing flexibility of net radio.

(Sponsor Reports continues page 91)

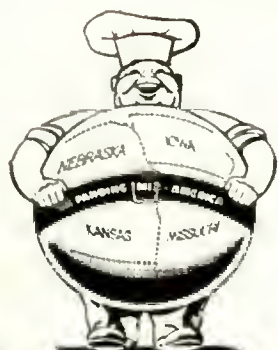


# it's a woman's world



And Anne Hayes, KCMO's Director of Women's Activities, covers every bit of it admirably — from how you drape a picture window to when you use a pinch of marjoram. Every weekday, she's on the air with a fifteen-minute radio program and a half-hour television show. Keeping Mid-America's discriminating homemakers interested (which Anne does with ease) takes background and experience, training and talent. Of these, she has a sufficiency.

Her informative and helpful advice to women has won her an impressive list of citations — like the Foster Parents Plan Award, Advisory Board appointment for the American Women Broadcasters for the United Nations, First Honorary Member of The American Women's Business Association and special recognition from the Women's Chamber of Commerce, as well as a Community Service Award from the United Funds Campaign Agencies.



**kcmo** RADIO  
TV-FM  
KANSAS CITY, MISSOURI

Rep: Katz Agency

*affiliated with publishers of Better Homes & Gardens and Successful Farming*

Covering a woman's world is all in the day's work for Anne. Hearing and seeing her is all in the day's schedule for women audiences in Mid-America.



## ARTICLES

### ***Let's bring spot spending out in the open***

Everyone agrees spot dollar expenditures of companies should be reported just as they are for all other major media. Yet progress has been slow in 20 years of trying to reveal spot spending. Two new attempts are due soon

25

### ***Fastest growing filter-tip***

Marlboro sales have been soaring steadily—and its commercials on "I Love Lucy" as well as spot tv were important in successful launching of new filter-tip. In new strategy, for both Philip Morris and Marlboro, spot tv will be of major importance despite rumored switchover to print

28

### ***Can commercials entertain—and sell?***

Nashville agency, Noble-Dury, believes they can. Agency raised regional products to high competitive position against stiff opposition by national brands. Songs were used in animated tv commercials that actually drew fan mail

30

### ***B&M finds tv stronger sales spur than price cut***

Last year at this time Burnham & Morrill used a price reduction to stimulate sales. It worked but sales this year in the Green Bay, Wis. test market far outstripped last year's, with tv the spur to sales rather than price cuts

32

### ***Radio helps make Boston top Nash territory***

Though nationally Nash ranks 13th in car sales, in the Boston area it is in ninth place. One reason: the Leo Egan "All About Sports" show nightly on WBZ, sponsored by 45 of the area's Nash Dealers

34

### ***Timebuyers of the U.S.***

Part two of the list of timebuyers which began in the Fall Facts Basics Issue (11 July), includes remainder of New York as well as Chicago, East, Midwest

35

## COMING

### ***How do you lick the daylight savings problem?***

This is what agencies and networks are doing to solve the problem created by daylight savings time. It's a headache any year but worse now that New York City carries daylight savings time into October

8 Aug

### ***What B&M learned from its 26-week tv test***

With next article Burnham & Morrill television test results will be complete. This is what the company feels it has learned from test market experience

8 Aug

### ***What you should know about network flexibility***

The continuing pattern of changes towards flexibility has created network radio buying plans which come as a complete surprise to some admen. Here's a picture of just what the buyer can do today on the radio networks

8 Aug

NOTE: For revisions of fall tv programming chart which last appeared in 11 July Fall Facts Basic issue, see next issue 8 August

## DEPARTMENTS

### TIMEBUYERS

#### AGENCY AD LIBS

40 E. 49TH

#### NEW & RENEW

MR. SPONSOR, R. Strumpen-Darrie

#### SPONSOR BACKSTAGE

#### FILM NOTES

#### TV COMPARAGRAPH

P. S.

#### RADIO RESULTS

#### SPONSOR ASKS

AGENCY PROFILE, Norman Strouse

#### ROUND-UP

#### NEW TV STATIONS

#### NEWSMAKERS

#### SPONSOR SPEAKS

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ONE...  
TWO...

... GO!

Going on the air  
SEPTEMBER .....

Serving the **ARK-LA-TEX**  
..... where .....



Forming the .....

## -R MARKET

**RICH** . . . Spendable Income—  
over 1 Billion dollars\*

**READY** . . . TV Sets—100,000 plus†

**RESPONSIVE** . . . 1954 Retail Sales  
\*SRDS †NBC 857,709,000\*

### MAXIMUM POWER

**VIDEO** . . . 100,000 WATTS

**AUDIO** . . . 69,800 WATTS

**TOWER** . . . 1151 FT. ABOVE GROUND

**KTBS-TV**  
**CHANNEL 3**

**SHREVEPORT, LA.**

Represented by **PETRY**







**ONE GOOD MEASURE** of a medium's strength: does it **really** believe in advertising—FOR ITSELF?

**KBIG**, The Catalina Station, considers it no accident that 1955 is its biggest year in billings—AND in its own advertising.

**MEDIA** galore tell Southern California's ever-increasing millions of the romance, music and news they hear at 740 on their radio dial. . . .

**RADIO, OUR OWN . . .** Los Angeles **NEWSPAPERS . . .** regional **MAGAZINES . . .** **OUTDOOR DISPLAYS** in Los Angeles, San Diego and seven other cities. Plus . . .

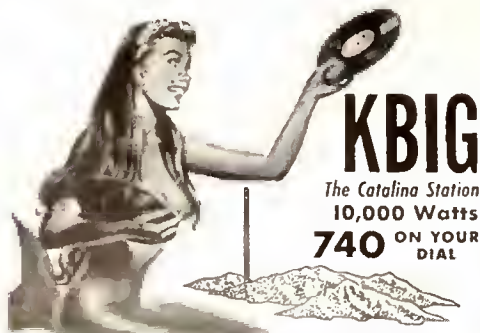
**WINDSHIELD STICKERS**, 50,000 of them tied in with lucky-number prizes.

**SKY SIGNS** flown over crowds at beaches, stadiums, parades.

**PROGRAM REMOTES** from two mobile units in eight Southern California counties.

**DIRECT MAIL** answers to fan and contest letters enclosing station promotion.

**SIZZLE THE NATION'S HOTTEST MARKET WITH THAT HOT STATION FROM COOL CATALINA: KBIG.**



**JOHN POOLE BROADCASTING CO.**  
6540 Sunset Blvd., Hollywood 28, California  
Telephone: HOLLYWOOD 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

# Timebuyers at work



**Weymouth M. Symmes**, Paris & Peart, New York, expects to buy more daytime tv announcements this fall than ever before. He feels that frequency discount offers make daytime tv among the most reasonable buys. "Furthermore, we have food clients, and daytime, of course, is the natural time for reaching women. I expect that our pattern will generally be one of buying 20-second announcements adjacent to network shows. In the past we have tested the pull of such programs as Today (NBC TV) by participating in it. Of course, viewing habits differ in different cities, and we will fit our schedule into the pattern of housewives of a particular locality. So far, early morning tv and 2:00-4:00 p.m. feature film adjacencies look good."



**Mrs. Jean Henderer**, Scott Henderson Advertising, Tucson, Ariz., has words to say about "crazy-mixed-up rate cards," and the "inconsistent and poor information media provide." Says she: "It's up to the trade press and the reps to educate tv and radio stations to advertise properly and get information out while it's hot. One step would be a standard rate card. Another and more important one from the station point of view would be more effective advertising." Adds she, the stations are appealing to the busiest and toughest audience—agencymen. Jean's own buying philosophy: "Today, radio stations can sell better if they offer 'produced' announcements. In tv, we prefer to look for good local shows and buy into them."



**George Huelder**, Maxon, New York, feels that the threats of strikes in the hard goods industry and the resulting stepped-up production may be a boost to both spot radio and tv. "Many of these strikes won't come off, like the steel strike, for example. And manufacturers will find themselves with huge inventories, continued high profits, and higher advertising budgets, to be used in short and concentrated periods particularly." His account, General Electric, is likely to go into spot radio with announcement schedules in late October or November. Says he: "We'll buy radio in low-saturated tv markets. Our choice will be early-morning, some evening in low-saturated tv markets, and a stress upon local personalities and live copy."



# SOCKO!

may not  
be in the  
dictionary  
but it  
describes

## "This Morning"

...the great new personality show on KPIX which

...has increased San Francisco viewing by 15% and KPIX ratings for its daily 8:30 - 9:30 period by 44% in its first month...

...outstrips all competition as a sales weapon through personality selling...

...combines the mirth and magicianship of Sandy Spillman, the housewifely chatter of Faye Stewart, the singing of pretty Patti Pritchard, with guests and games, interviews and innovations, in San Francisco's liveliest, sellingest local TV origination.



ask

your Katz man for the whole  
story or telephone Lou Simon  
at KPIX — PROspect 6-5100

NO NORTHERN CALIFORNIA SALES CAMPAIGN IS COMPLETE WITHOUT



SAN FRANCISCO, CALIFORNIA  
Affiliated with CBS Television Network  
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-WBZ • WBZ-TV, Boston  
KYW • WPTZ, Philadelphia  
KDKA • KDKA-TV, Pittsburgh  
WOWD, Fort Wayne  
KEX, Portland  
Represented by Free & Peters, Inc.  
KPIX, San Francisco  
Represented by The Katz Agency





WITH A  
NEW KIND  
OF  
RATE CARD  
...FOR A  
NEW KIND OF  
RADIO

*Today there's a bigger difference than ever on Mutual —  
both in how much you get and how little you pay.*

*Nowhere else will you get such powerful local impact —  
through a network fabric with all the strength of  
"hometown" radio... or such coverage-from-within  
of markets both with and without television... or  
such a big-audience "extra" in out-of-home listening.*

*And nowhere will you find more for your money than  
in Mutual's new rate card. You can now (for example) buy  
15 minutes on 557 stations for \$2,970. Or a quarter-hour  
air-time cost for each station of only **\$5.34** Or only  
\$1.78 per commercial minute. Day or night. It's good value  
for Watertown or Waterbury... a bargain for Memphis or  
St. Jo...almost unbelievable for New York or Los Angeles.*

*And it doesn't take a slide-rule to see how little 20 or 30  
seconds would cost!*

*These low, low rates make Mutual the network of best buys  
in all radio today—for a sectional or national program,  
for maximum saturation, for large and small advertisers.*

*And for you, too. Ask for a "reading" on Mutual's new rate  
card. See how it gives your budget far more local sell —  
on the "plus" network...*

MUTUAL Broadcasting System



## A Captive Market

### A \$297,000,000 BONER!

Recently an ad appeared in this magazine above our signature stating that we served "nearly a \$3,000,000 market."

Of course, the figure should have read \$300,000,000.

And that's an impressive figure . . . particularly when it represents the buying power of a captive audience living in an area surrounded by 7,000 to 9,000 foot mountains, natural physical barriers to outside radio and TV penetration. And too, per capita income of this area of Washington State is 16% above national average, and sales performance 160% above national average.

Yes, our quoted market figure was a boner, . . . but time buyers don't pull boners when they buy KPQ!



5000 WATTS  
560 K.C.  
WENATCHEE  
WASHINGTON

REGIONAL REPRESENTATIVES  
Moore and Lund, Seattle, Wash.

NATIONAL REPRESENTATIVES  
Forjoe and Co., Incorporated

(One of the BIG 6 Forjoe represented stations of Washington State)

## AGENCY AD LIBS



by Bob Foreman

### Compared to tv, print copywriting is a sinecure

Dear Eddie:

It was good to get your letter though a bit disquieting to read that you have quit what I had always thought was a real fine agency job. Berths in a topnotch print-copy department are hard to come by these days, I hear. I gather you departed in high dudgeon and, if I understand them, your two big reasons were:

a) because the agency was getting more and more research-minded forcing you old print thinker-uppers to look at some charts on occasion and

b) because the agency has changed in the last few years and the account men have "gained the upper hand."

You're gonna hate me, son, but my sympathies are on the other side.

In my humble opinion, the print copywriter has too long been the most pampered phenom in the agency fold (something I never realized till I escaped those warm waters and got dunked in television).

It was only after I got away from print that I realized what a sinecure a copy job could be. In fact, I had to walk inside of a story-board factory to discover that the easiest way of life in the business is playing the role of "old-time copy genius."

Then came the day of awakening. I was *forced* to learn the difference between a soft-edge wipe and a lap dissolve and along with this new vista I found out that the gents and ladies who thought up headlines and theme lines and sat with the art guys while they pushed their T-squares around on the big tissue pads had just about the cushiest job in the business.

I, too, used to get incensed, as a print chap, when nattily dressed account men suggested that I alter a subhead or when some boob in the client's office questioned my choice of words. I often took that grand pose behind a closed door, feet on desk, and incommunicado while my wounded soul was allowed to heal so that I could expose it to the Philistines once more.

Eddie, my friend, you ought to get into tv—if only for a month or so. It'll give you a chance to utilize that superb  
(Please turn to page 66)





# Is This "COVERAGE"?



**Y**OU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND — 42 counties with 200,000 families — 125,000 unduplicated by any other station. The Videodex table shows that KOLN-TV gets *almost* as many LINCOLN-LAND viewers as the three other stations *combined* — both afternoon and night!

The KOLN-TV tower is 75 miles from Omaha! This LINCOLN-LAND location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

Let Avery-Knodel give you all the facts on KOLN-TV the official CBS-ABC outlet for Southern Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

# KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

VIDEODEX MAY, 1955 REPORT LINCOLN-LAND STUDY Southern Nebraska and Northern Kansas Summary Table — Average Ratings — % TV Homes				
	KOLN-TV	"B"	"C"	"D"
SUNDAY: 1:00— 5:00 P.M.	12.7	4.8	8.2	2.1
5:00—11:00 P.M.	17.9	8.4	9.5	3.3
MONDAY THRU FRIDAY:				
1:00— 5:00 P.M.	10.6	5.1	5.5	2.3
5:00—11:00 P.M.	19.8	9.4	9.0	2.8
SATURDAY: 1:00— 5:00 P.M.	16.3	5.8	5.8	2.0
5:00—11:00 P.M.	21.0	10.8	9.8	2.9
TOTAL: 1:00— 5:00 P.M.	11.7	5.1	5.9	2.2
5:00—11:00 P.M.	19.7	9.5	9.2	2.9



*The Feltzer Stations*

WKZO — KALAMAZOO  
 WKZO-TV — GRAND RAPIDS-KALAMAZOO  
 WJEF — GRAND RAPIDS  
 WJEF-FM — GRAND RAPIDS-KALAMAZOO  
 KOLN-TV — LINCOLN, NEBRASKA

Associated with  
 WMBD — PEORIA, ILLINOIS



# 49<sup>th</sup> and MADISON

SPONSOR invites letters to the editor.  
Address 40 E. 49 St., New York 17.

## P&G

Your very informative articles on how Proctor & Gamble operates were either wonderful or mighty dangerous. They leave me with a feeling that I know *all* about selling soaps. I found the series a wonderful course in a phase of advertising in which I have had no experience.

If your articles have misled me, I wish some of the soap boys would write in and wise me up.

JOSEPH STONE  
V.P., Copy Dept.  
J. Walter Thompson  
New York

## FALL FACTS

The mere size of your 11 July issue sort of overwhelmed me when it arrived yesterday, but I decided to read it over a nice long weekend. However, I took it home with me and decided to just glance through it after dinner.

Well, you know the rest of the story. My "glance" lasted several hours and I marked section after section for still further study.

Your corps of editors deserve the congratulations of the entire television industry for your excellent presentation of such a mountain of important facts concerning the many facets which have developed, and which apparently are continuing to develop on an even greater scale, in the industry.

Congratulations and best wishes for your further achievements in the work you have undertaken.

R. R. KAUFMAN  
President  
Guild Films  
New York

## TIMEBUYERS' TIPS

I thought that the recent feature on advice to young timebuyers was excellently done.

There was immediate reaction to it

# AIR TRAIL

ohio home distributors, inc.

April 12, 1955

Mr. Alex Buchan  
WING Radio Station  
121 W. Main Street  
Dayton, Ohio

Gentlemen:

You sow on good soil, you reap a good harvest. The advertising coverage you have given us on Town View has borne tremendous results. A total of 98 sales for one week has both overwhelmed and pleased us, thanks to this fine ground work you have laid. We are highly enthusiastic over this past week's results and are deeply grateful to WING and its most excellent staff for an excellent job of promotion.

In our business, as most others, advertising is fruitful only in sales. These we have had. The success of your business is measured by the satisfaction of your clients and their will to bring you their future business. We assure you our continued and grateful patronage.

Sincerely,

JOHN E. DEGER  
Manager, Sales & Adv.

*John E. Deger*  
Copy to: Mr. A. Buchan

Buy any 2 of these stations and get a 5% discount  
➡ and best of all ◀  
Buy any 3 or 4 of these stations and get a 10% discount



SPONSOR



# NETWORK...

## Results

When you sow on good soil, you reap a good harvest. The advertising coverage you have given us on Town View has borne tremendous results. A total of 98 sales for one week has both overwhelmed and pleased us...

**\$1,100,000 in SALES**  
for an investment of \$500!

My Air Trails Network Stations write, wire or phone collect:

Any  
A-R Representatives  
Office

New York • Chicago  
Los Angeles • San Francisco



Pat Williams  
WING

121 N. Main St.  
Dayton, Ohio • Hemlock 3773



25 JULY 1955

and in the first week after publication at least a dozen people told me that they had seen it and thought it was very good.

BILL MATTEFERT  
Radio Sales Manager  
Edward Petry & Co.

• Bill Mattefert is referring to the article "Tips on Timebuying from six veteran buyers" which appeared in the 27 June issue on page 34.

### BUYERS' GUIDE

SPONSOR is to be congratulated for the exceptional 1955 *Buyers' Guide*. I especially like the added features in the tv section and the breakdowns of specialized radio and tv. I am certainly going to make good use of my copy throughout the year.

PETER M. BARBACH  
Timebuyer  
Foote, Cone & Belding  
New York

### MUDDLED MIDDLES

Please restore our sanity post-haste. In chart three on page 23 of your 27 June issue, aren't the "upper middle" and "lower middle" headings transposed?

It's a great story and we want to quote it all over the place, but we can't figure out that chart.

ROBERT ROGERS  
President  
WGMS  
Wash., D. C.

• Bob Rogers is, of course, completely right. Chart three in the story titled "Does radio play the wrong music?" had the "upper middle" and "lower middle" headings transposed in error.

### GLAMORENE

We recall having seen an article sometime during the past year in SPONSOR on the subject of Glamorene, a product used in home cleaning of rugs.

We would very much appreciate a tear sheet or the date and issue in which the article appeared so that we can look it up ourselves.

DANIEL H. LEWIS  
Account Executive  
Charles R. Stuart Advertising  
San Francisco

• The article on Glamorene appeared in the 15 November 1954 issue of SPONSOR. SPONSOR is indexed bi-annually. The Index for July-December 1954 appeared in the 24 January issue, page 55.



At last!

# THE GREAT GILDERSLEEVE

with

# TV







**25,000 fan letters**

**hailed its TV sneak preview . . .**

**now *The Great Gildersleeve Comedy Series***

**is ready to sell for *YOU!***

"The Great Gildersleeve," top-rated comedy favorite on radio for 13 years, is ready to open broad new sales opportunities for television advertisers. He's the same lovable, laughable Gildy—chortle and all—but with the tremendous added impact of television's visual values.

"The Great Gildersleeve" just can't miss as a syndicated TV film series. It's pre-tested!

With no advance warning, "The Great Gildersleeve" was sneak-previewed in a half-hour period on the NBC Television Network. Viewers were asked to send in their reactions. No incentives were offered. From this single exposure *more than 25,000 enthusiastic letters, many signed by every member of the family, clamored for Gildy as a regular TV attraction.* They looked forward to weekly visits with Gildy, nephew Leroy, niece Marjorie, housekeeper Birdie, druggist Peavey, barber Floyd, Mayor Terwilliger, and all the other popular favorites of "The Great Gildersleeve."

"The Great Gildersleeve" is a TV comedy series with *extra-special* values for advertisers:

- a big-time, established, well-loved personality
- a wholesome approach that appeals to the whole family and will serve to cement community relations for the sponsor
- powerful backing by NBC Film Division's all-out merchandising
- a *pre-tested* capacity for attracting and holding audience

Act fast to make sure Gildersleeve cuts his comic capers in *your* behalf...first! Write, wire or phone now!

## **NBC FILM DIVISION**

serving all sponsors  
serving all stations

30 Rockefeller Plaza, New York 20, N. Y.  
Merchandise Mart, Chicago, Ill.  
Sunset & Vine, Hollywood, Calif.  
In Canada: RCA Victor, 225 Mutual St.,  
Toronto; 1551 Bishop St., Montreal.



# WHB

## There's unanimity in Kansas City:

No matter how you count the audience  
the no. 1 station is

# WHB

**10,000 WATTS, 710 KC**

### HERE IS THE WHB LEADERSHIP LINE-UP:

#### FIRST PLACE—HOOPER

Average share of audience 7 a.m.-6 p.m., Mon.-Fri.,  
May-June, 1955

#### FIRST PLACE—PULSE

Average share of audience, 6 a.m.-6 p.m., Mon.-Sat.,  
March-April, 1955

#### FIRST PLACE—TRENDX

Average share of audience, 8 a.m.-6 p.m., Mon.-Fri.,  
Jan.-Feb., 1955

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDX—give WHB the top daytime spot with all-day average ratings as high as 45.7% (Hooper). So no matter what ratings you buy by, your best Kansas City buy is WHB. Talk to the man from Blair or WHB General Manager George W. Armstrong.



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

WTIX, New Orleans  
Represented by  
Adam J. Young, Jr.

KOWH, Omaha  
Represented by  
H-R Reps., Inc.

John Blair & Co.  
Represented by  
WHB, Kansas City



## 1. New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Amer Tobacco, NY	BBDO, NY	CBS 11	Your Hit Parade; Sat 10:30-11 pm; 25 June; 11 wks
Belmont Hearing Aid Co., Chi	Olian & Bronner, Chi	ABC full net	Don McNeill's Breakfast Club; T 9-9:15 am; 13 Sept; 52 wks
Hazel Bishop, NY	Raymond Spector, NY	CBS 206	Fred Robbins Show; M-F 3:30-4 pm, 5 min seg; 1 Aug; 52 wks
Hazel Bishop, NY	Raymond Spector, NY	CBS 206	Wendy Warren & the News; M-F 12-12:05 pm; 4 July; 52 wks
Burton-Dixie Corp., Chi	Robt Wesley, Chi	ABC 90	Paul Harvey News; Sun 8-8:15 pm; 3 July; 52 wks
CBS-Columbia, NY	Ted Bates, NY	CBS 206	Arthur Godfrey Talent Scouts; alt M 8:30-9 pm; 27 July; 13 wks
Dow Chem Co., Midland, Mich	MacManus, John & Adams, NY	CBS 206	Arthur Godfrey Time; Th, every 4th F; 11-11:15 am; 16 July; 26 wks
Famous Artists Schools, NY	FCGB, NY	CBS 23	Galen Drake Talk Series; Sat 10:45-55; 9 July; 4 wks
General Motors Corp., Fisher Body Div., Detr	Kudner, NY	NBC	Fisher Body Craftsman's Guild Scholarship Awards Dinner; T 9-9:30 pm; 2 Aug only
Gulf Oil Corp., for Gulf Spray, Pittsburgh	YGR, NY	CBS 132	Wendy Warren & The News; M-F 12:05-12:10 pm; 6 July; 8 wks
Lincoln-Mercury Dealers, Detr	KGE, NY	CBS 37	Charles Collingwood; M-F 5-5:15 pm; PDST; 4 July; 9 wks
Murine Co., Chi	BBDO, Chi	CBS 206	Arthur Godfrey Time; alt T W 10-10:15 am; 22 July; 4 wks
Sleep-Eze, SF	M. B. Scott, W Hillydw	CBS 206	Young Dr. Malone; (half) T, Th 1:30-1:45 pm; 19 July; 58 wks
Wm Wrigley Jr. Chi	R & R, Chi	CBS 158	Howard Miller Show; M-F 11:45-12 noon; 18 July; 52 wks



Burt Lambert (3)



Jones Scovern (3)

## 2. Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Amer Oil Co., Balt	Jos Katz, Balt	CBS 83	Edward R. Murrow with the News; MWF 7:45-8 pm; 27 June; 5 wks
Coca Cola Co., NY	D'Arcy, NY	MBS 173	Coke Time; T Th 7:45-8 pm; 5 July; 52 wks
Hawaiian Pineapple, SF	N. W. Ayer, NY	CBS 174	Houseparty; M 3:15-3:30 pm; 29 July; 52 wks
Firestone Tire & Rubber Co., Akron	Sweeney & James, Cleve	ABC 348	Voice of Firestone; M 8:30-9 pm; 13 June; 52 wks



Arnold Benson (3)

## 3. Broadcast Industry Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Sidney P. Allen	MBS, NY, E sls mgr	Same, vp in chg sls for E div
Harold B. Arkoff	KMA, Shenandoah, regl sls mgr	Same, sls mgr
John Babcock	New Idea Farm Equipment Co., Cin, sls prom mgr	Crosley Bestg, Cin, dir of Town & Country Div
Perry Bascom	WOR-TV, NY, acct exec	Same, asst sls mgr
Nick Basso	WSAZ, Huntington, W Va, r-tv news dir	Same, dir of news and publ rels
Armin N. Bender	WHAM, Rochester, asst to tv sls mgr	Same, tv sls mgr
Arnold Benson	CBS R Spot Sls, NY, sls prom & adv dept	Same, dir of stns prom serv
Alfred C. Booker	Stokes Inst, Newark, sls mgr	WAAT, Newark, acct exec
Stephen F. Booth	Pontiac Press, Pontiac, Mich, feature editor	WWJ (TV), Detr, publ mgr
Francis L. Boyle Jr	WJR, Detr, sls rep	Same, local sls mgr
Alan Bress	KCEN-TV, Temple, Tex	Stars Natl, NY, acct exec
James P. Brown	KBTU, Denver, natl sls mgr	KOSI, Denver, comml mgr
Jack C. Brussel	WJR, Detr., sls rep	Same, adv & sls prom mgr
Ed Burch	KOA-TV, Denver, local sls stf	KBTU, Denver, local sls stf
John B. Burns	ABC Film, Chi, mid-west mgr	Same, NY, dir of natl sls
Robert L. Callahan	NATvAdv, Glenn Falls, NY, gen sls mgr	WLW-C, Columbus, acct exec
Virgil Cory	TWA, publ mgr	KBTU, Denver, acct exec
Richard M. Day	KEYD, Mnnpls, sls man	Same, local tv sls mgr
William P. Dix	WOR, NY, sls mgr	Same, also tv sls mgr
John Dodge	NBC TV, NY, E admin sls mgr	Same, E sls mgr
John Donahue	Information Unlimited, natl sls & res org, Detr	MBS, Detr, sls
Nat V. Donato	ABC Film, NY, Canadian rep	Same, also E sls mgr
Robert M. Dooley	CBS R Spot Sls, NY, sls dev rep	Same, acct exec
John Eckstien	WABC (TV), NY, supvr adv & prom	ABC, NY, asst to dir of adv. prom & publ
Paul B. Evans	NBC Spot Sls, Chi, sls exec	Storer, Chi, midwest r sls mgr
Jack Fields	ABC, NY, exploitation writer	Same, chf, exploitation unit
Wally Foxal	KHOL-TV, Kearney, Nebr, acct exec	Same, asst sls mgr
Pete Franklin	Wm & Mary Alumni Assoc, dir of publ rels	WVEC-TV, Norfolk, prom & mdsg dir
Hardie Frieberg	TPA, NY, E sls mgr	Same, vp in chg E div
Avery Gibson	H-R Reos, NY, asst prom dir	Same, dir of res
George Greenwood	KELO-TV, Sioux Falls, S.D., acct exec	WNAX, Yankton, SD, prom dir
Art Gross	Guild, NY, hd, client service	Same, asst gen sls mgr
Willard Hasbrook	KFSD, San Diego, gen mgr	KFXM, San Bernadino, pres & gen mgr
Chuck Henderson	NBC Film, NY, dir of publ	NBC, NY, mgr of field exploitation
Don Hunter	S. W. Anderson, Chi, sls engineer	WFBM-TV, Indpls, acct exec
George E. Hurst	KMOX, St. Louis, E sls rep	CBS R Spot Sls, NY, contact man
Frederick Jacobi	NBC Film, NY, press mgr	Same, mgr of publ
Dick Jackson	WOR (TV), NY, mgr of publ	Same, dir of publ rels
C. Pete Jaeger	Transamerican Bcastg Corp, exec vp	Guild, NY, vp, natl sls



David G. Taft (3)



Robert Reuschle (3)



Bob Callahan (3)

In next issue: New and Renewed on Television (Network); Advertising Agency Personnel Changes; Sponsor Personnel Changes; Station Changes (reps. network affiliation, power increases)



## 3. Broadcast Industry Executives (continued)

Dick  
Jackson (3)Nick  
Basso (3)Robert  
Schlinkert (3)Marvin  
Rosene (3)Hardie  
Frieburg (3)Robert C.  
Wood (3)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Charles W. Johnson	KROW, Oakland, sls	KSFO, SF, sls stf
Lewis P. Johnson	Storer, Chi	Same, midwest tv sls mgr
Jack Keiner	Allen & Reynolds Adv, Omaha, asst dir r-tv	Edward Petry, NY, asst mgr prom & sls dev, r
William E. Kelley	Storer, NY, sls exec	Same, E tv sls mgr
Don Kerr	WGTH (TV), Hartford, sls mgr	WCOP, Boston, gen sls exec
George Klayer	CBS TV, Chi, midwest sls mgr	Same, E sls mgr
William Koblenzer	DuMont, NY, E sls mgr	Same, sls mgr net and "Electronicam" prod services
Bennet Korn	Remington Records, NY, vp	DuMont, NY, gen sls exec
Burt Lambert	Ziv, NY sls mgr	DuMont, NY, supvr of sls, o&g stns
John B. Lanigan	NBC TV, NY, E sls mgr	Same, daytime sls mgr
Carroll Marts	MBS, Chi, dir central div	Same, also vp
Sam K. Maxwell Jr	CBS TV, NY, acct exec	Same, midwest sls mgr
John T. McHugh	Joseph Katz, Balt, sr vp	Same, also mgr, NY office
Bill Morgan, Jr	KCKO, Dallas, exec	KLIF, Dallas, sls mgr
George H. Morris	KNBC, Kansas City, acct exec	WGTV (TV), Hartford, gen sls mgr
L. Boyd Mullins	KRON-TV, SF, prom dept	Same, mdsg & res mgr
Robert G. Murdock	KSL, SL, asst to prom mgr	Same, secy-treas
Kenneth E. Peterson	Upper Miss R Assoc, 3 Stn Group, gen sls mgr	KSTP, Mnnpls, r sls stf
Charles R. Philips	WOR-TV, NY, sls mgr	Edward Petry, NY, sls dev dept mgr
John R. Porterfield	WCLV, Easton, Pa, gen mgr	Storer, E r sls mgr
Roger Read	WKRC-TV, Cin, asst sls mgr	Same, local sls mgr
Gary Reamse	Maxwell House Div, Gen Foods, Kansas City, sls man	KCMO, Kansas City, sls rep
Robert M. Reuschle	WHUM (TV), Reading, Pa., natl sls mgr	WLAC-TV, Nashville, natl sls mgr
Raymond E. Roberts	Future mag, editor	KBTB, Denver, acct exec
Marvin L. Rosene	KSTP (TV), gen sls mgr	Same, vp in chg sls
John D. Scheuer Jr.	KTVI, St. Louis	Triangle Publs, Phila, dir of publ rels & program (WFIL (TV), Phila; WNBF (TV), Binghamton 50%, WHGB, Harrisburg.)
Robert Schlinkert	WKRC-TV, Cin, gen sls mgr	Same, also asst to gen mgr
Jones Scovern	Free & Peters, NY, vp & E sls mgr	Same, bus mgr
Al Seton	ABC, NY, trade news editor	Same, asst mgr of publ
Neil Searles	WFOJ, Milw, sls mgr	WMIL, Milw, gen mgr
Jack Sebastian	NBC, NY, press dept	Same, Film Div, supvr of exploitation
Frank J. Shea	John Sutherland Prods, NY, dir of sls	Pelican Films, NY, vp in chg sls
Chick Showerman	WTVW, Milw, WISN, Milw, gen mgr	Same, also res vp, Hearst Corp
Gene Sink	WLOS-TV, Asheville, regl sls mgr	James S. Ayers, Charlotte, mgr
Donald G. Softness	DuMont TV, NY, publ	H-R Reps, NY, dir of prom
Peter Storer	CBS Spot Sls, NY, acct exec	WAGA-TV, Atlanta, WBRC-TV, Birmingham, NY natl sls mgr
G. Paschall Swift		WGR-TV, Buffalo, sls mgr
David G. Taft	Radio Cin, exec vp	Same, also WKRC-TV, Cin, gen mgr
Frank A. Tessin	Headley-Reed, SF, mgr	Free & Peters, SF
Russ Truesdell	KCSJ-TV, Pueblo, Col, program & film dir	Same, gen mgr
John R. Urba	KTTV, LA, sls mgr	Same, vp in chg sls
Vincent T. Wasilewski	NARTB, Wash, chief attorney	Same, mgr of govt rels
Roman W. Wassenberg	KTVU, Stockton, Calif, gen mgr	KSFO, SF, gen mgr & exec vp
William H. Weintraub Jr	Wm. H. Weintraub, NY, r-tv prods	MBS, NY, prog sls mgr
Robert C. Wood	Storer, Chi, midW sls mgr	Same, NY, natl sls mgr
Al Yallen	KMPT-TV, Okla City	KCMJ, Palm Springs, Calif., gen exec

## 4. New Firms, New Offices, Changes of Address

Hiram Ash Adv, NY; Irwin B. Engelmere Adv, NY; have merged to form Ashe & Engelmere Adv with expanded quarters at 244 Madison, NY.

James S. Ayers Co, Atlanta agency, opened branch at 127 W Seventh Street, Charlotte, NC, FRanklin 5-6146.

Merritt H. Barnum, new adv & sls prom agency, 6 N Michigan Avenue, Chicago.

Elan-Porter Productions, new firm, produces commercial, industrial & tv feature films; 19 West 45th Street, NY

Carlos A. Franco, former gen sls mgr of Crosley Bcstg, has resigned to form an adv, mktg & res consultant firm, Carlos Franco Assoc, with offices at 420 Madison Avenue, NY, PLaza 8-0792

Hicks & Greist, NY, has moved to the Amoco Building, 555 Fifth Avenue, MUrray Hill 7-5600.

Joseph Katz Co, NY, has moved to the Amoco Building, 555 Fifth Avenue, MUrray Hill 7-0250.

Robert Lawrence Prods, NY, producers of tv film commercials, sls training and institutional motion pictures, has established a Canadian subsidiary in Toronto; John Ross, gen mgr of the office.

Reingold Co, Adv, Boston hs moved to 69 Newbury Street; KEnmore 6-3900.

High Riker Adv, Albuq, NM and Prince-Alex Adv have merged to form Riker & Prince Adv with offices at 316 Simms Building, Albuq, NM.

Ruthrauff & Ryan's Houston office is moving to larger quarters: Suite 307, Old National Insurance Bldg., 515 Fannin Street.

WOKY, Milw, has moved to 522 W Wisconsin Avenue, BRoadway 1-8480.

## 5. New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Armour & Co, Chi	Canned meat div	Tatham-Laird, Chi
Bon Ami, NY	Cleanser	Norman, Craig & Kummel, NY (Formerly Wm. H. Weintraub)
Campana Sls, Batavia, Ill.	Italian balm, Solitair, Magic Touch, Sheer Magic	Fletcher D. Richards, NY
Colgate-Palmolive, Jersey City	Glance shampoo (new product)	Cunningham & Walsh, NY
General Motors, Frigidaire Div, Detr	Air conditioning, commercial refrigeration	Kircher, Helton & Collett, Dayton
B. F. Goodrich, Phila	Retail stores	W. S. Roberts, Phila
Grove Labs, St. Louis	Bromo Quinine	Benton & Bowles, NY
Grove Labs, St. Louis	New proprietary drug products	Dowd, Redfield & Johnstone, NY
S. C. Johnson & Son, Racine, Wisc.	Beautifier	Foot, Cone & Belding, Chi
S. C. Johnson & Son, Racine, Wisc.	Electric Polisher-Scrubber, (new product); paste wax; jubilee wax	Benton & Bowles, NY
S. C. Johnson & Son, Racine, Wisc.	Glo-coat, Pride, industrial & maintenance products	Needham, Louis & Brorby, Chi
Lee Co, Kansas City	Work & play clothes	Grey Adv, NY
Magnavox Co, Ft. Wayne, Ind	Radio-phonographs, tv, electronic devices	Foot, Cone & Belding, NY
Manhattan Coffee, St. Louis	Dining Car coffee	Rutledge & Lilienfeld, St. Louis
Nestle, White Plains	Nestle's Instant Coffee	McCann-Erickson, NY
NY, New Haven & Hartford RR, New Haven	Railroad	Doyle Dane Bernbach, NY
Studebaker-Packard, South Bend	Studebaker cars & trucks	Benton & Bowles, NY
Taylor-Reed Corp, Glenbrook, Conn	Q-T Frosting mixes, cocoa marsh	Hicks & Greist, NY



**Definitely the...  
No. 1  
TV-RADIO SERVICE**

***in the***

**NATION'S  
NO. 1  
TEST MARKET**

**S**yracuse is now ranked America's Best Test Market by Sales Management Magazine. The ranking is authentic, because it is based on an audited study of 505 test campaigns by leading national advertisers over a nine-year period.

By authentic standards, WSYR Radio and WSYR Television are clearly the superior broadcasting services in the Syracuse market.

Best physical facilities . . . best local programming services . . . best customer services . . . these important advantages give the WSYR Stations their distinct leadership in Syracuse and throughout the \$2 billion Central New York market.

**N B C   A F F I L I A T E S**

**W S Y R**

**TV**

**100 KW  
CHANNEL 3**

**•**

**RADIO**

**5 KW  
570 KC**

*Represented Nationally by*  
**HARRINGTON, RIGHTER AND PARSONS, Inc.**

*Represented Nationally by*  
**The HENRY I. CRISTAL CO., Inc.**

**S Y R A C U S E ,   N .   Y .**



**Milwaukee's**  
**best**  
**buy**  
 here's why:

**W** "the voice  
 of the  
**BRAVES"**  
(the Milwaukee Braves  
 games are not televised)

**am-fm**

**e** all-star  
 programming

**Milwaukee's  
 Most Powerful  
 Independent**

**m** 24 hours  
 of music  
 news, sports

**now  
 5000  
 watts**

**10** lowest cost  
 per thousand

**HUGH BOICE, JR.**  
 Gen. Mgr.  
**HEADLEY-REED,**  
 National Rep.



**Mr. Sponsor**

**Robert Strumpen-Darrie**

President  
 Berlitz Schools of Languages, New York

Robert Strumpen-Darrie, president of Berlitz Schools of Languages, feels somewhat sheepish when forced to admit he speaks only four languages. "But Charlie Berlitz (v.p. and son of the founder) speaks 25 or 26," he quickly added for SPONSOR's benefit.

"I suggested radio advertising to some of our 27 schools in the country," Strumpen-Darrie continued matter-of-factly. "And I must say that it's been quite successful in most cases."

These cases include New York, Philadelphia, Chicago, Miami, Los Angeles, San Francisco, Boston and White Plains. Berlitz' agency, Calkins & Holden, generally buys minutes on the high-priced music independent in each market. Commercials use a sophisticated approach.

"The travel curve and Berlitz business curve are usually similar," said Strumpen-Darrie, "And travelers are generally people who like music."

Music lovers in the chosen markets are being told between five and 10 times weekly that "ya vass lewblew," "io ti amo," and "ich liebe dich," are likely to get them involved in a rather torrid romance with a Russian, Italian or German. The results of these commercials have been good, and today some 50% of Berlitz's total advertising budget is in radio. Some markets, like Philadelphia, Boston and Chicago are 100% radio.

"An ever-increasing part of our business comes from institutions and corporations. For example, Standard Vacuum is one of our good customers," Strumpen-Darrie explained. "However, industries tend to move to the suburbs nowadays. Besides, we would also like to attract the suburban housewives. The whole pattern of school location may change."

Just a few months ago, Strumpen-Darrie, a Westchester resident, opened up a new school in White Plains; it could be he was prompted in part by the fear his three children might otherwise follow in his footsteps and grow up knowing only four languages.

"I asked my wife to bring them to New York to learn French," said he. "They do get lessons for free. But my wife said she certainly wouldn't travel this far. Now can you imagine how the other suburban women feel about coming into the city. I mean the ones who'd have to pay?"

★ ★ ★



# BIGGER

*and better!*



Always the Best  
but always  
improving.

The 1955 Sales Management Figures Show That The WTVJ South Florida Market Area Has Increased 10.9% In Population Over 1954.

Retail Sales Are Keeping Pace . . . UP 8.9% To An All Time High Of \$1,477,290,000.

WTVJ NOW DELIVERS YOUR SALES MESSAGE TO 1,185,200 PERSONS — 363,600 FAMILIES.

WTVJ is the **ONLY** TV Station giving you complete coverage of the Fabulous South Florida Market.

CONTACT YOUR FREE & PETERS COLONEL NOW

# WTVJ

*Channel 4*

## MIAMI

FLORIDA'S FIRST TELEVISION STATION  
100,000 Watts Power—1,000 ft. Tower

Basic Affiliate

She's one of 1,000,000  
potential customers  
for your products...



**She's** one of 1,000,000 Spanish-speaking Mexican-Americans in the Texas Spanish Language Network coverage area who speak Spanish, read Spanish, listen to Spanish-language radio—but, BUY AMERICAN! With special emphasis on products brought to their attention through Spanish-language radio. When you buy the TSLN you get outstanding stations in their areas. There are no weak links in the TSLN.

## TEXAS SPANISH LANGUAGE NETWORK

<b>KIWW</b> San Antonio	<b>XEO-XEOR</b> Rio Grande Valley	<b>XEJ</b> El Paso
----------------------------	--------------------------------------	-----------------------

Represented nationally by  
**NATIONAL TIMES SALES**  
New York • Chicago

**HARLAN G. OAKES & ASSOC.**  
Los Angeles • San Francisco

## SPONSOR BACKSTAGE



by Joe Csida

### **The Sarnoff-Folsom-Weaver-guts combination**

A couple of weeks ago I was about to take my seat on the 9:06 L.I.R.R. train out of Manhasset, when across the aisle I spotted Pat Weaver. With the kind of publicity Pat has been getting of recent months it's hardly necessary to identify him here as Sylvester P. W., president of NBC. Pat's schedule is obviously such these days that I wouldn't impose by trying to see him too frequently so I leaped at the opportunity to join him for the 45 minutes it takes to ride from Manhasset to Penn Station.

Pat was reading the *Times*, the *Trib*, the *News* and the *Mirror*, not all at once, of course, but the very next thing to all at once. He'd boarded the train at Port Washington so he'd already finished two of the papers. It was the morning the *Times'* Jack Gould had the piece about one of the fee tv proponents touting the idea of a channel carrying two programs at the same time, and utilizing one of these for free and the other for fee video.

Pat and I both read the story and began to discuss it. "Sure," Pat said, "that's multiplex, and inevitably it will be developed. It's a pure matter of electronics, and theoretically quite simple, for a single channel to carry two programs at one and the same time. I'd say the engineers and scientists should have it ready in roughly five years."

As always, I was fascinated with Pat's incredible knowledge and his easy facility for thinking big. I get as much of a kick as the next guy out of reading about Mr. W's bongo board, and the swimming pool and the field glasses, handy for observing passing birdlife. But what I am particularly enchanted with is the solid base underneath this top layer of showmanly trimmings. I do not believe that it has yet been said that what Pat brings to NBC (and consequently to television as a whole) is, on the showmanship and salesmanship levels, exactly the same commodities General Sarnoff has for years brought to the RCA on scientific and engineering levels, and what RCA president Frank Folsom has brought to the corporation on manufacturing and merchandising levels.

These commodities are, first, virtually unlimited vision; and secondly, the guts and physical and mental energy to fight for a new idea, no matter how much opposition such an idea may encounter initially. I had the good fortune to be working for Frank Folsom at the time RCA Victor intro-

(Please turn to page 71)



with **WAVE**

**you don't buy the tree**

**YOU BUY THE SYRUP!**

WAVE gives you the sweetest part of Kentucky — and at a price that's sweet, too!

**MORE THAN LOUISVILLE — LESS THAN THE STATE!**

WAVE's 50% daytime coverage area almost exactly parallels the 27-county Louisville Trading Area. (42.5% of the State's total Effective Buying Income is concentrated in this *one important market!*)

**SPARKLING PROGRAMMING — NETWORK AND LOCAL!**

WAVE is the **ONLY** NBC station in or near Louisville.

We invest heavily in local programming, too. Our radio staff alone numbers 62 people, with more than 70% of them devoting themselves to on-the-air activities, *exclusively*.

Don't buy the Maple tree — buy the syrup. NBC Spot Sales has the figures.

**WAVE  
LOUISVILLE**

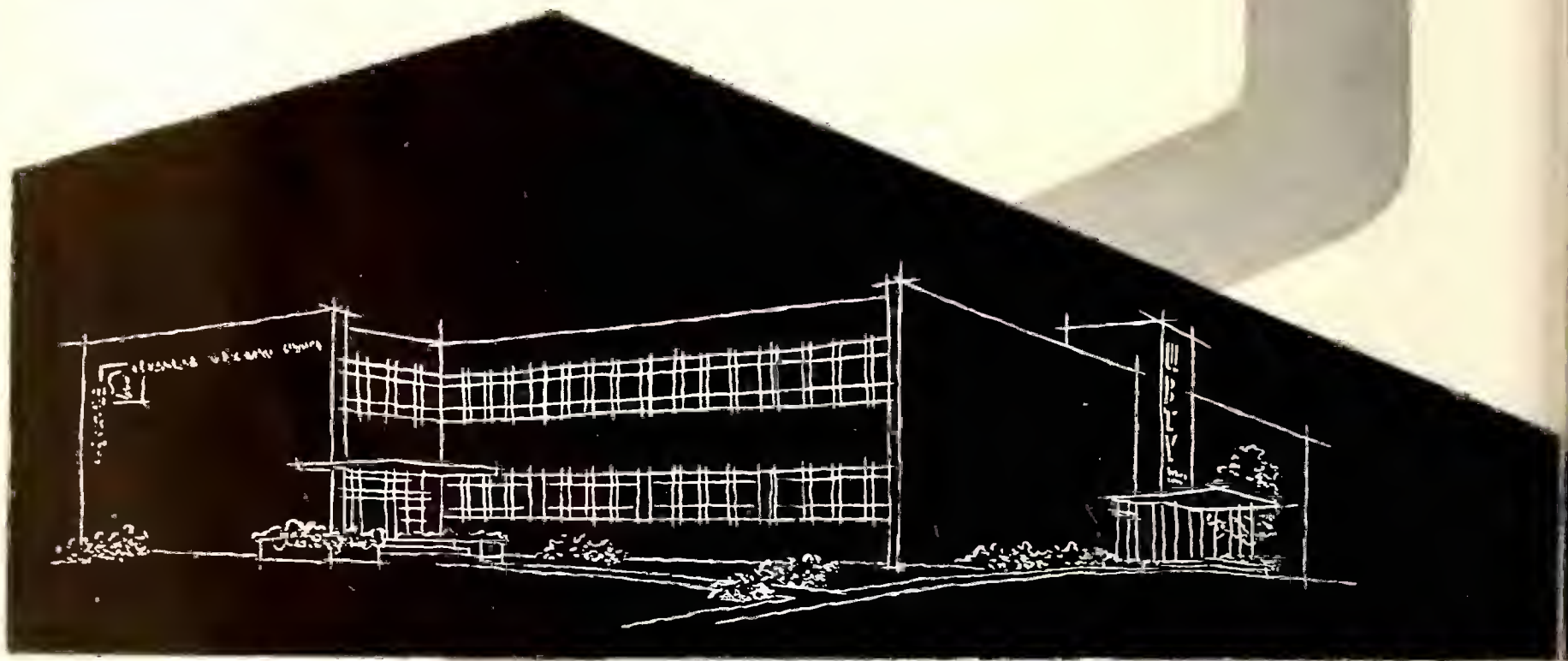
**5000 WATTS  
NBC AFFILIATE**



**SPOT SALES**  
National Representatives



# WHERE ELSE IN THE CAROLINAS



## KINGSIZE FACILITIES

In the Carolinas, advertisers find many types of TV facilities . . . but only on one station, WBTV, can the advertiser get complete, Kingsize Facilities.

Here, in WBTV's new \$1,250,000 home with 51,000 square feet of floor space, are TV studios measuring 40' x 40' and 40' x 60', each wired for three black-and-white and two color cameras, each accommodating Kingsize studio audiences . . . the last word in engineering equipment . . . art and carpenter shops for designing and building any type of scenery . . . three ultra-modern darkrooms . . . *dual* facilities for transmitting color and black-and-white slides and films . . . Kingsize executive, program, production, engineering, news, sales, business, promotion and merchandising departments.

Conditioned by 33 years of broadcast leadership, WBTV planned big . . . built big. Now more than ever, WBTV is your first, biggest step to TV coverage of the two Carolinas.





# THIS WE FIGHT FOR

25 JULY 1955

**SPONSOR**

WE FIGHT FOR REGULAR PUBLICATION  
OF SPOT TV AND RADIO EXPENDITURES OF  
COMPANIES COMPARABLE TO FIGURES AVAIL-  
ABLE FOR ALL OTHER MAJOR MEDIA.  
WE BELIEVE THAT MANY ADVERTISERS WILL  
FAIL TO RECOGNIZE THE STATURE OF THE  
SPOT MEDIA UNTIL SPOT SPENDING COMES OUT  
IN THE OPEN. THIS CAN HURT ADVERTISERS  
AS WELL AS THE BROADCAST INDUSTRY.

POINT **VI** IN SPONSOR'S PLATFORM

FOR SPONSOR'S COMPLETE EDITORIAL PLATFORM SEE

THIS WE FIGHT FOR,

PAGE 92

## Let's bring SPOT SPENDING out in the open

**Everyone wants spot figures like those of other major media  
but progress has been slow. Upcoming: two new efforts**

*Among SPONSOR's editorial objectives is to stimulate publication of both spot television and radio dollar figures. Reports like the one which follows appear regularly in SPONSOR to aid in the fight for the facts the advertiser needs to make fullest use of the spot media.*

**T**his fall will see a renewed drive in the 20-year effort to uncover the biggest secret in advertising: spot radio spending. It will be a two-pronged push, directed at two different sources. The Radio Advertising Bureau will undertake a mail and phone barrage aimed at unearthing information from a cross-section of the nation's radio stations. In an unrelated effort, Executives Radio-Tv Service, publishers of *Spot Radio Report*, will make an intensive canvass of the important air agencies.

There's a do-or-die air about these twin efforts for the history of radio is strewn with examples of people who tried to tunnel into the underworld of spot spending and found themselves balked by excessive lethargy on the part of stations, obsessive secrecy on the part of advertisers—and that even more deadly barrier to action: I'll-do-it-if-my-competitor-does-it. Seldom have so many people agreed that a certain course of action was desirable without



doing anything about it.

Ironical, too, is the fact that so much effort is made to get spot figures both radio and tv the hard way. While agreeing that publication of complete spot data would make things a lot easier, the ad agencies nevertheless continue their time-consuming cloak-and-dagger efforts to dig up what the competition is doing almost as if they enjoyed it. This contradiction can be explained by the all-too-human belief at each agency that it can play a better game of hide-and-seek than the other fellow.

Nevertheless, the weary complaint of

one timebuying executive (a P&G man, no less) echoes what a lot of his colleagues feel about this dilemma: "Life would sure be easier for me if all the figures were published. We spend an awful lot of time on competitive checking. There's a bad side to all this emphasis on what somebody else is doing. It makes you pay too much attention to the other guy and not enough to your own problems."

SPONSOR itself plunged into the murky fog of radio-tv spot spending in gathering spot spending figures of major advertisers for its Fall Facts Basics issue (11 July). While SPONSOR encountered much of the secrecy-

laden atmosphere in which the agencies operate, the data obtained indicated that where enough effort is made spot figures can be brought to light and thus cast doubt upon whether any advertiser can hide his spot spending if his competitor really wants to find out how much it is.

SPONSOR's spot figures proved, if proof be needed, that spot is a major ad medium and that the conventional ranking of advertisers according to network, newspaper and magazine spending only can be misleading. Many of SPONSOR's figures on spot radio and tv are the first to be published.

SPONSOR gathered figures on the "top 100" advertisers ranked according to network and magazine spending (from PIB) and newspaper spending (from the ANPA Bureau of Advertising). Spot radio figures were gotten for 42 clients, while spot tv figures were gotten for 40. Of course, not all of the "top 100" use spot radio and tv in their selling. *Rorabaugh Report* was the basis of some spot tv figures. SPONSOR concentrated its efforts on the big ad spenders, was able to get nearly all the figures for the top 20.

An example of how misleading the PIB-ANPA expenditure ranking can be is Brown & Williamson, one of the Big Six tobacco manufacturers. B&W's gross time and space billings in newspapers, magazines, network radio and network tv came to a little over \$4 million last year, putting it No. 61 according to PIB-ANPA ranking. However, B&W spent \$8 million in spot radio and tv in 1954 for all its tobacco products (notably Viceroy, Kool and Raleigh cigarettes), or twice as much as it spent in all other media. This figure is equal to SPONSOR's estimate of what all the divisions of General Motors spent on spot radio and tv last year, including co-op expenditures. Yet GM spent 18 times as much money in the other consumer ad media as B&W.

Among SPONSOR's published figures were at least 15 advertisers who spent \$2 million or more in spot radio and tv last year. They are, in order of spending: P&G, \$12.25 million; Ford, \$9 million; General Motors, \$8 million; B&W, \$8 million; Chrysler, \$7.5 million; Sterling Drug, \$5.5 million; Colgate, \$4.75 million; Miles Laboratories, \$4 million; Coca-Cola, \$4 million; R. J. Reynolds, \$3.5 million; American Home Products, \$3 million;

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SPONSOR

## QUOTES ON SPOT FIGURES PROBLEM FROM THREE TRADE ASSOCIATION LEADERS



**KEVIN SWEENEY**

*President, Radio Advertising Bureau*

"The effort being made by SPONSOR to uncover spot spending is commendable and its publication of spot figures (11 July issue) is a step in the right direction . . . what we need now is an official industry method of gathering these figures. RAB is going to make a college try for them this fall."



**OLIVER TREYZ**

*President, Television Bureau of Advertising*

"The release of information about spot spending is badly needed. I think SPONSOR provided an important service in highlighting the problem and compiling estimates. However, a lot more needs to be done in making spot tv expenditures available and in pointing up the rapidly increasing activity in the medium."



**LAWRENCE WEBB**

*Managing Director  
Station Representatives Association*

"There is no question in my mind but that publication by SPONSOR of spot figures will be a help in spotlighting the need for a regular survey of spot spending. Though SPONSOR could not publish figures for all advertisers, it was an admirable pioneering job."





# BALLOT



## **For ad managers, media directors and national representatives**

The questionnaire-ballot below is designed to help provide the basic facts needed in order to launch a regular report on dollar expenditures by companies in spot television and radio. It is addressed to three segments of air advertising: to advertising managers; to media directors and timebuyers in agencies; and to national representatives. From the answers SPONSOR hopes to provide guidance for all concerned as to the best method of solving the problem. Please clip this ballot and mail to SPONSOR at 40 E. 19th St., New York 17, N. Y.

**1**

HOW WOULD YOU SUGGEST THAT TELEVISION AND RADIO SPOT EXPENDITURES BY COMPANIES BE MADE AVAILABLE? (CHECK ONE OF METHODS BELOW OR WRITE IN SUGGESTION)

- ☐ Through advertising agencies who would release spot figures of clients periodically to an industry or private organization.
- ☐ Directly through advertisers on the same basis.
- ☐ Through national representatives on the same basis.
- ☐ Through stations on the same basis.

**2**

WHO SHOULD UNDERTAKE THE JOB OF COMPILING SPOT EXPENDITURE FIGURES?

- ☐ A trade organization or organizations such as TvB and RAB.
- ☐ A private organization or organizations such as N. C. Rorabaugh Report or Executives Radio-Tv Service.
- ☐ An independent organization to be set up by the industry.

**3**

IN WHAT FORM DO YOU THINK IT MOST PRACTICAL FOR SPOT DOLLAR FIGURES TO BE ISSUED NOW?

- ☐ Quarterly by companies. ☐ Annually by companies. ☐ Annually by brands. ☐ Quarterly by brands.

**4**

IN YOUR OPINION ARE THERE VALID REASONS FOR COMPANIES TO KEEP SPOT EXPENDITURES SECRET —IF THEY ARE ISSUED TO COVER QUARTERLY OR ANNUAL PERIODS ALREADY PASSED?

Your name \_\_\_\_\_ Title \_\_\_\_\_ Company \_\_\_\_\_



***"Lucy" was called a failure  
for Phillip Morris but same show  
helped make PM's Marlboro...***

**Fastest-growing filter-tip**



**NEW MARLBORO IS NO. 3** filter tip now where it's sold, PM execs believe. Commercials in CBS TV "Lucy" and spot tv were important in quick rise. Shown (l. to r.) around sales chart: Roger Greene, PM ad director; Ross Millhiser, Marlboro brand manager; H. W. Chesley Jr., PM v.p.; Owen Smith, account supervisor at Leo Burnett, Marlboro agency

**E**xcitement reigns at 100 Park Avenue these days, and the graph in the picture at left tells why. The sales curve that continues to rise sharply on the wall after it leaves the chart tells the Philip Morris Inc. executives and agency man gathered before it that the firm's new filter-tip baby, Marlboro, is a whopping success.

"The new Marlboro has enjoyed a rate of acceptance faster than that of any other major cigarette since the introduction of Philip Morris in the mid-Thirties," declares George Weissman, v.p. and assistant to the president. On the basis of field reports from salesmen, distributors and jobbers, he says, the company estimates that Marlboro has already grabbed third place behind Viceroy and Winston among filter tip cigarettes in its distribution area, which includes about 60% of the country's population.

In the fiercely competitive cigarette business this is no mean achievement. It will be even more remarkable if the present company expectations for the brand are realized. By the end of this year, say company spokesmen, Marlboro will probably be among the top 10 of all cigarettes, third in filter volume nationally, and number two in the firm's ranking of its eight brands, right behind Philip Morris.

Why has Marlboro apparently succeeded where similar ventures have either failed or barely held their own? Essentially, the success is due to the winning combination of adroit advertising, whose main emphasis has been on network and spot tv; an intriguing new package; and product appeal. Most important of all, Marlboro has cashed in on the filter-tip trend.

The rise of Marlboro coincides with the sales drop of the Philip Morris brand. In 1954, according to Harry Wootten, tobacco industry consultant who regularly estimates the industry's sales, Philip Morris output dropped 17.9% from the year before, although it still remained number five among the big five. This was brought to the attention of the advertising industry

when the firm announced it was cancelling its sponsorship of tv's top-rated show *I Love Lucy* after five years.

The cancellation news sparked varied interpretations, some of which saw *Lucy* failing as a sales vehicle. These comments overlooked the important fact that *Lucy* was also carrying Marlboro commercials. The show was thus in the curious position of being a sales vehicle for a rising and a declining brand at the same time.

The Philip Morris-Marlboro-*Lucy* triangle demonstrates anew the oft-forgotten truism that advertising does not work in a vacuum. Profound changes are under way in the cigarette business, and no tv program, however potent, can be expected by itself to hold those changes back.

All the leading standard lengths showed output drops between 1953 and 1954. Camels dropped from 106.8 billion to 89.8 billion, Lucky Strike from 71.0 billion to 65.2 billion, Chesterfield from 54.5 billion to 42.0 billion, Philip Morris from 30.2 billion to 24.8 billion. (Wootten estimates.)

Of the leaders, only Pall Mall showed a gain, from 50.5 to 54.5 billion; the important thing here is that the brand is king-size and given a filter-type ad treatment.

For the big swing is on to filtered smoking. Wootten shows filter cigarettes at over 37 billion for 1954.

10.1% of total cigarette volume. The industry estimates that filters should grow to about 20% of the total by the end of 1955. In 1953, filters made up only 3.3% of the total.

The Philip Morris sales drop, in short, is not unique, in fact Chesterfield declined an even greater amount, some 22.9%, and the Camel 15.9% decrease was not far behind the 17.9% fall of Philip Morris.

This is occurring in the face of an industry-wide decline in cigarette consumption which amounted to 4.7% in 1954 over the preceding year, according to Wootten. The unit loss came to 18.2 billion, out of a 1953 total of 386.8 billion cigarettes manufactured.

In a 12 May report to the Associated Tobacco Manufacturers, in Hot Springs, Va., Wootten attributed part of the decline in unit consumption to "adverse publicity" centering around the cancer question. Other factors cited: (1) increase in teenage and over-45 population, who number the fewest smokers; (2) growing popularity of king-size cigarettes, whose length provides longer smoking time per cigarette and thus automatically reduces unit consumption.

"The impact on the industry to date has been to change the complexion of the cigarette business rather than the volume of smoking the actual to-

(Please turn to page 74)

**COWBOY** commercial helped make new filter-tip Marlboro mass product. Old Marlboro had been fancily packaged product with appeal centered on women in metropolitan markets





# Can commercials entertain and sell

**Nashville agency proved they can on tv with variety of regional brands**

**T**his is a story about tv commercials that didn't try to sell very hard (and, as a result, ended up by selling very well).

This is a story which shows that "entertainment" in tv commercials is a potent selling force (but does not attempt to prove it is potent for everybody).

This is a story which illustrates that advertising sometimes works best when it is indefinable (notwithstanding the obvious advantages of pre-testing, market surveys and other varieties of factual research).

This is a story about an agency that decided to throw away the book and do something different for one regional product (but found out it could apply the same approach to other types of regional products).

The agency is Noble-Dury & Associates of Nashville. The products are Frosty Morn, Valleydale and Reelfoot

**Desire to have regional products stand out against national brands prompted new tv approach by Noble-Dury agency. Bill Graham, agency v.p., second from left, wrote commercial tunes and copy**

**Way in which added impact from successful commercial snowballs is shown in bottom photograph. References to commercial were made in ads, package was redone, tv tune used on radio**

meats (all under the same ownership); Belle Camp chocolates and Martha White flour. The ad technique: animation with songs (not jingles) on video.

Here are the highlights of what Noble-Dury's foray into the field of "entertainment" commercials accomplished:

- The first commercial for Frosty Morn, aired over WSM-TV, Nashville, resulted in a sales increase of 100% over a period of six months following the commercial's first appearance early in 1953. Two years and two commercials later the sales increase was up to 200%.

- The first use of animated commercials for Belle Camp chocolates this past Valentine's Day upped sales 23 and 30% in two tv markets where the commercials were aired. The firm's sales in areas where tv was not used "barely got over the hump," in the company's own words.

- Almost (but not quite) as exciting to the agency as the zoom in sales was popularity of the commercials among viewers. WSM-TV reported, following the debut of the Frosty Morn commercial, that its switchboard was flooded with calls from people asking when the commercial would be shown again. With no push from the agency, dance bands began playing the Frosty Morn tune in the Nashville area. The interest in the Valleydale song reached such a pitch that the agency recorded it for sale at a self-liquidating price (10c). Up to now 12,000 persons have paid to buy a tv commercial song.

To Noble-Dury this combination of sales-plus-artistic success is the vindication of an idea that makes some admen shudder. In the words of Bill Graham, Noble-Dury vice president and account executive for its meat products (and the man who wrote and composed most of the commercials mentioned) the idea was, in effect, to walk in to a client and say:

"Look, Mister—we want to spend lots of your money. But we don't want

to put the emphasis on selling your product. Mostly we want to entertain the public . . . and somewhere along the way we'll mention that your product is mighty good."

This doesn't mean that Noble-Dury tried something that had never been tried before. It does mean that Noble-Dury tried something *it* had never tried before and showed a strain of courage which points up again the importance of creative advertising.

In getting away from specific sales points and latching on to the more vague and emotional aspects of selling, Noble-Dury was not proving that one method is better than the other (nor does the agency say that it did). What it did prove to its own satisfaction is that there are two opposite poles of effective advertising and that the less conventional approach can offer results just as solid as hard-sell.

This bi-polar concept of advertising was expressed recently by Horace Schwerin, head of Schwerin Research Corp., during a speech at the University of Michigan.

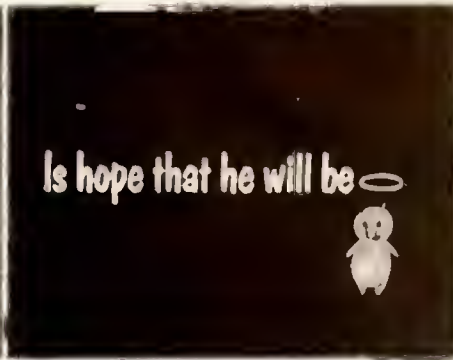
Schwerin said his firm's recent research gave proof of something "creative people have long hoped was true: Remembrance of copy points is not the whole answer to commercial effectiveness. . . . There is another area besides convincing demonstration, an area which might be called mood or fantasy. . . . A commercial of this nature establishes its own world, within which viewers accept actions and breathe in impressions that they would reject if the mood of the commercial were logical rather than emotive. We have tested commercials of this type that have proved extraordinarily effective in swaying viewers toward the brand advertised; and we are receiving more and more commercials of this type to study from advertisers who see which way the wind is blowing.

"I like to call what I have been outlining here "Tv's Law of Extremes." By this I mean that, in examining the  
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**SPONSOR**







Fan mail from viewers (see letters below) to advertisers, tv stations, followed airing of Noble-Dury commercials, such as one above. One of the commercials proved so popular it was recorded,

sold at self-liquidating price (10 cents). First Frosty Morn meat commercial resulted in flood of calls to WSM-TV, Nashville. Bands in Nashville area played tune without prompting from ad agency

M. J. V  
Nashville  
Tenn

Mr. E. R. Schuler  
Douglas Home  
Falmouth  
Lynnville, Tenn  
Feb. 2. 4. 19

Without an exception the  
add of "Valley Dale" with that  
catchy tune and adorable  
little pig is the cutest  
and most catchy add I've  
ever seen or heard. Mrs. Lawrence

Wilson, N.C.  
Oct. 6, 1954  
Frosty Morn Meats

Gentlemen;  
My little boy (16 months)  
is so intrigued with your  
singing commercial on T.V.  
that I wondered if it were  
possible to get it on a  
roll of 16mm film for my  
projector, also a record of  
the song that accompanies  
it - He runs to the T.V. set  
whenever he hears "Sing it  
over and you'll sing it over  
again."

Please inform if possible -  
Thank you -  
C.B. Cousineau

Dear Sirs:  
So glad to hear Tom  
using the original "Frosty  
Morn" words on your Commercial  
My father has been in the  
beverage advertising business for  
40 years. He visited here & stated  
the "Frosty Morn" Commercial was  
the clearest one he'd seen in

Dear Sirs:  
We enjoy  
your Valley Dale  
add: so very much -  
we never miss it  
if at all possible  
we also eat the product  
that makes your add  
possible - we often are  
to Roomake -  
Please write me the  
name of the time the  
"little pigs" play "it's  
delightful".  
Mrs. I. M. Dick - Blair, Va.

Wm & D. Blumson  
Wilmington  
North Carolina

Dear Sirs:  
My niece is nine months old  
and the only television programs  
she likes are the advertisements. Her  
favorite is "Frosty Morn" pigs.  
"Piggies" as she says. Would it be  
possible for you to put them on  
before eight - thirty as she goes  
to sleep at night except on such  
rare occasions. What she has  
seen the advertisement

Thank you very much.  
Sincerely,  
Mary Anna Blumson

Dear Sirs:  
I would like to buy  
copy of the record of the  
Valley Dale pig Commercial  
or my little daughter.  
Would you write me  
how much you would  
charge for it, if I could  
have one, or send it to  
me C.O.D.  
I would appreciate it  
very much.

Sincerely  
Mrs. J. L. Mann  
#60 Robert E. Lee apt.  
Kingsport, Tenn.

Dear Sirs:  
I am writing to tell you  
how delightful my entire  
family finds your television  
commercial. The first night we  
heard it we couldn't believe  
any thing so cute could be  
a commercial.

Being on a limited budget  
I have never bought a Frosty  
Morn Ham or even the bacon  
but I'm sure they must be  
very good. I usually buy the





MOST OF SIX WEEKLY B&M ONE-MINUTE COMMERCIALS NOW RUN IN MORNING SHOW ON WBAY-TV CALLED "PARTY LINE"

*In 25th week of 26-week tv test:*

# B&M results show tv is stronger sales spur than price cut

**Sales total for first half of July is greatest yet, topping 3,000 dozen cans**

1955 SALES AFTER 25 WEEKS  
OF TV: **19,883**

1954 SALES FOR SAME PERIOD  
(NO TV): **10,318**



**D**espite the fact that this year Burnham & Morrill allowed no promotion allowance on its oven-baked beans in Green Bay, Wis., as compared with last year's 50¢ per case deduction from mid-June through mid-July, sales in early summer continue spurting ahead. These are the campaign highlights in television weeks 24 and 25 (first half of July).

**1. CURRENT SALES:** Last year on every purchase of a case of 27-oz. B&M beans, grocers got a 50¢ deduction to

encourage them to push and promote the product in warm-weather months—the best sales period for beans. This is a substantial saving for grocers since the case price is about \$3.40. But this year B&M elected to make no such reduction, preferring to see how well the product did with its television campaign as the only impetus to increased sales.

The results during the first half of July are spectacular in terms of the number of dozens of cans of B&M products sold—3,009 this year com-

**SPONSOR**



pared with 1,518 dozen last year in the same period. While the percent increase—98%—is not high compared with other periods this year in which percentage gains have exceeded 300%, the total of 3,009 cans probably represents the largest half-month sales in the area in B&M history.

The fact that last year's first-half July sales were definitely inflated by the 50¢ per case deduction in price is indicated by what happened to B&M sales during the second half of July last year. They practically hit zero, showing that grocers had purposely stocked up to cover future needs rather than because of current sales expectancy. Thus it's apparent that without the allowance, sales for the first half of July 1954 would have been substantially lower than 1,518 dozen. That this is the case is further documented by the fact that it's the 27-oz. size of bean (on which the allowance was granted) which accounts for most of the 1,518 dozen cans sold (see chart). In other periods last year it was the 18-oz. bean which was the big seller.

**2. TOTAL SALES:** For the entire 25-week period of television advertising, B&M sales are ahead 93%, based on tabulations to date. (It is believed, however, that when rapid tabulations made to meet SPONSOR's deadlines are rechecked at the conclusion of the test more complete figures will show an even greater increase.)

The sales after 25 weeks of television in 1955 total 19,883 dozen cans. For the comparable period in 1954, the total is 10,318 dozen. This includes three products, the 18-oz. bean; the 27-oz. bean; and B&M brown bread.

These products received no national advertising support in the Green Bay area last year. The present test is therefore ideally suited to measuring television impact. It's virtually a laboratory situation with the only new marketing factor introduced into the area being the 26-week television effort. And to add to the clean-cut nature of the test, no merchandising or point-of-sale activity of any organized nature has been introduced.

The station used is WBAY-TV, Green Bay, a Channel 2 CBS TV affiliate. The announcements for B&M have been placed in a variety of daytime slots, including a children's show and more recently a telephone show in

morning hours called *Party Line* (see picture).

**3. FUTURE PLANS:** The television test was scheduled to end on 22 July. SPONSOR's next issue (8 August) will carry results for the final week of the test plus a recap of the entire progress of the campaign. B&M has not made a final decision on its future television plans in the Green Bay area and elsewhere. But it is seriously considering entry into television during the coming year in a number of markets.

Sales of B&M products in the Green Bay area will be watched closely immediately following the last week of television to see whether there is a carry-over effect from the campaign. A research firm, in fact, has come forward with a suggestion for a follow-up study to determine whether customers will continue to repeat sales of the product, among other factors. And in a future issue some time this fall SPONSOR will report on what happened to sales after television campaigning came to a halt.

Wholesalers in the Green Bay area

were queried as to what they thought would happen to the B&M sales curve after the 22 July close of the tv campaign. Most of those contacted felt there would be continued strong sales during warm weather months with a drop-off in fall compared with normally higher summer sales. All wholesalers contacted felt that the big rise in B&M sales during the past six months will have a healthy effect on the product next fall even without advertising. But most felt the company would be making a mistake if it did not continue some advertising after the build-up of the past six months.

A new agency will take over the account effective 1 September. At SPONSOR's presstime, Charles S. Morrill, B&M president, announced appointment of the John C. Dowd agencies, Boston and New York, replacing BBDO, Boston. John Dowd told SPONSOR: "We are studying results of the B&M test as recorded in SPONSOR carefully." No basic change in thinking underlies the agency shift, SPONSOR believes, and new plans will not be set for several weeks. ★ ★ ★

**B&M SALES FIRST HALF OF JULY 1954 vs. 1955**

Sales by dozens of B&M beans and brown bread at wholesale level	18 oz.		27 oz.		brown bread	
	1954 vs. 1955		1954 vs. 1955		1954 vs. 1955	
AREA A (50-mile radius of Green Bay)						
1. MANITOWOC, WIS.	20	70	70	25	0	0
2. OSHKOSH, WIS.	0	150	0	69	0	30
3. APPLETON, WIS.	100	350	300	210	0	60
4. GILLETT, WIS.	0	110	0	75	0	0
5. GREEN BAY, WIS.	120	500	130	450	0	110
6. MENOMINEE, MICH.	50	50	0	0	0	0
TOTALS A	290	1,230	500	829	0	200
AREA B (50-100 mile radius of Green Bay)						
7. FOND DU LAC, WIS.	0	50	50	50	0	0
8. STEVENS POINT, WIS.	0	80	15	135	0	0
9. WAUSAU, WIS.	20	100	10	62	0	0
10. NORWAY, MICH.	100	0	350	0	6	0
11. SHEBOYGAN, WIS.	50	120	98	90	0	30
12. WISCONSIN RAPIDS, WIS.	20	30	15	3	0	0
TOTALS B	190	380	538	340	0	30
TOTALS A & B	480	1,610	1,038	1,169	0	230

**Grand total first half July 1954: 1,518 DOZEN CANS**

**Grand total first half July 1955: 3,009 DOZEN CANS**

†Television campaign began 21 January 1955



# Radio helps make Boston top Nash territory

**45 New England Nash dealers up  
sales with \$43,000 am sportscast**



WBZ sport-caster Egan (r.) presents 1954 Nash and trophy to Red Sox' Jackie Jensen. Egan draws sports fans, appeals to women by interviewing sport personalities like Jensen about home life, hobbies

**T**he New England zone was a good one for Nash sales, but it was never outstanding—until several years ago, that is. In 1953 the Greater Boston dealers suddenly forged ahead into Number One place among all Nash zones in the country and they've stayed there ever since. Their share of total U. S. Nash sales rose from the average 5% in 1952, to 6% in 1953, 8% in 1954—a 60% leap that still has Nash sales strategists scratching their heads.

Part of the secret behind this New England sales record is the group spirit of the Greater Boston Nash Dealers Association, a spirit characterized by a cooperative radio advertising effort which the group undertook in 1953 (through Henry M. Frost Co., Boston). Their combined budget (\$43,000 a year) pays for their year-round nightly sponsorship of *All About Sports*, WBZ, at a minimal cost to each individual dealer.

Aim of the program is twofold:

1. To build traffic and sales.
2. To make the Nash dealers better known and build confidence.

They feel that they have achieved both aims with Leo Egan's *All About*

*Sports*, for only \$43,000. Nationally Nash has dropped from No. 10 to No. 13 among all makes of cars in total sales, but the New England dealers stayed in ninth place for 1954-5, out-selling the other independents.

Furthermore, the entire New England sales territory showed increased sales as a result of the sports show. Dealers outside of Boston area began to contribute toward the \$43,000 annual budget, and today some 45 New England Nash dealers share in *All About Sports*.

Before the Nash dealers began spon-

soring this program, they gave Egan a new Nash Ambassador and stipulated that he deliver commercials himself.

"I don't think anyone realized then just how wise a move that was," says Bert Tracy, New England zone manager for Nash. "Leo Egan has proved a remarkable salesman for Nash, and the cooperation we have received from the station has been wonderful.

"In 1953, we pushed to the top of the Nash sales ladder for the first time—and stayed there. Our share of the Nash registrations, which had been a  
(Please turn to page 82)

**WBZ and dealers cooperate on promoting show.** Station provides banners for show-rooms (left) promoting program. Egan, Bert Tracy (left) watch 1953 trophy winner Piersall try Nash Rambler. Station hires models (right) as cigarette girls for Nash dealer meetings





# TIMEBUYERS OF THE U.S.

*listed by cities, agencies and their accounts*

During the past several years the number of men and women engaged in timebuying has vastly increased. At some ad agencies timebuying personnel has doubled and tripled overnight. Furthermore, timebuying personnel is known for frequent shifts. The confusion in who handles what account, in who has moved, in who is new is one of the problems of a problem-beset industry. Some station representatives have worked hard to maintain thorough up-to-date lists of timebuyers. Recently one such list, prepared by John E. Pearson Co., was generously made available to SPONSOR'S readers. The list is being published in three parts. The first part, containing listings for most New York agencies, appeared in the 11 July Fall Facts Basics issue. This issue the remainder of the New York list appears as well as other East Coast cities; Chicago; other Midwestern cities. Listings for Southern cities and the West Coast will appear next issue (8 August).

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

## NEW YORK, N. Y.

(Continued from 11 July issue)

### SCHWAB & BEATTY

38 East 57th St., PL 1-1557

Reader's Digest } GEORGE PERKINS  
CHUCK ALEXANDER

### RAYMOND SPECTOR CO.

445 Park Ave. (22), MU 8-4407

DIR. RADIO TV - RICHARD BLAINE

Hazel Bishop } RICHARD BLAINE

### STORM & KLEIN

45 West 45th St. (36), CI 6-1700

Tintex } ARTHUR KLEIN  
BILL MARLEIB

### STREET & FINNEY

45 West 45th St. (36), CI 6-1700

V.P. & RADIO TIMEBUYER HELEN THOMAS  
SECRETARY TO HELEN THOMAS JEAN AYRES

Cardui } HELEN THOMAS  
Doan's Pills  
Florient Deodorant  
Kan-Kil

### SSCB

477 Madison Ave., MU 8-1600

Carter Products, Inc.

Arrid - U. S. (Regular & Chlorophyll) } JEAN CARROLL  
Arrid - Canada (Regular & Spray)

Rise - U. S. } STEVE SUREN  
Rise - Canada  
Bingo - U. S.

#### Best Foods

Presto } JACK CANNING  
H-O Quick Oats  
H-O Cream Farina

#### Lever Bros.

Lifebuoy } JEAN CARROLL

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

Silver Dust } JACK CANNING

Vim } WALTER BOWE

Noxzema Chemical } JEAN CARROLL  
Simoniz

Pall Mall } WALTER BOWE

Smith Brothers }  
Whitehall Pharmacal (BisoDol -  
Regular Mints, Chlorophyll Mints,  
Powder; Infra-Rub) } STEVE SUREN  
Mrs. Filbert's (margarine, mayonnaise,  
salad dressing)

Clark Candy } JACK CANNING  
Blue Coal

### J. WALTER THOMPSON CO.

420 Lexington Ave. (17), MU 3-2000

HEAD TIMEBUYER - JAMES O. LUCE

Atlantis Sales } MARIO KIRCHER  
ALICE WOLF

Brillo } NANCY SMITH

Champion } MARIO KIRCHER  
Purolator Products

Ford Dealer Adv. } LUCIAN CHIMENE  
CLINT PACKARD  
PAUL DOUGLAS  
SY GOLDIS

Ford Motor Central Fund } LUCIAN CHIMENE

Shell Oil } JOE BARKER  
ALLEN SACKS

J. B. Williams } ALLEN SACKS

AGENCY, ACCOUNTS, ADDRESS & PHONE TIMEBUYERS

HEAD TIMEBUYER JAYNE M. SHANNON

Devco & Reynolds } MARIO KIRCHER  
Kalmer  
Mentholatum

Eastman Kodak } FRANK MARSHALL  
Scott Paper

Johns-Manville } JOE BARKER  
TOM GLYNN  
DEWEY YATES

Oncida } ALICE WOLF

Pan-American } TOM GLYNN  
DEWEY YATES

Standard Brands } JOE BARKER  
ALLEN SACKS

U. S. Lines } NANCY SMITH  
W. F. Young

HEAD TIMEBUYER ANNE C. WRIGHT

Aluminium Ltd. } NANCY SMITH  
Blue Cross  
Church & Dwight

Irving Trust } MARIO KIRCHER  
National Fisheries

Lever Bros } TOM GLYNN  
JOY ADRAGNA

Owens Illinois Glass } NANCY SMITH  
Pacific Mills

Pharmacraft } MARIO KIRCHER  
Pond's Extract } ALICE WOLF

Alexander Smith } FRANK MARSHALL

Sylvania } TOM GLYNN  
DEWEY YATES

Ward Baking } POLLY ALLEN  
ALLEN SACKS

N. Y. Central } ALLEN SACKS

**WILLIAM H. WEINTRAUB & CO.**

(Became NORMAN, CRAIG & KUMMEL, INC. as of 7 July 1955, after SPONSOR's presstime for the Fall Facts issue.)

408 Madison Ave. (22), PL 1-0900

Blatz Beer } MARY  
Kaiser-Frazer } DOWLING  
Revlon } JULIA LUCAS

**WESLEY ASSOCIATES**

247 Park Ave., EL 5-2680

Shulton, Inc. (Old Spice) } JOSEPH E.  
Knap, Jr.

**YOUNG & RUBICAM, INC.**

285 Madison Ave. (17), MU. 9-5000

V.P. AND DIRECTOR OF MEDIA—  
PETER G. LEVATHES

EXECUTIVE ASSISTANT—  
WILLIAM E. MATTHEWS

ASSOCIATE DIRECTOR—FRANK COULTER  
ASSOCIATE DIRECTOR—THOMAS M. HACKETT  
ASSOCIATE DIRECTOR—CHARLES T. SKELTON  
ASSOCIATE DIRECTOR—HENRY L. SPARKS  
ASSOCIATE DIRECTOR—SAMUEL THURM

(All Borden; Institutional; Cheese Division) } RUSSELL  
Duffy Mott (Apple Products; Sunsweet } YOUNG  
Prune Juice; Clapps Baby Food) } Adelaide  
Hutton\*

Borden (Starlac, Evaporated Milk; Instant Hot Chocolate; Eagle Brand) } KIRK  
Greiner  
Joseph O'Brien\*

Bristol-Myers (Sal Hepatica; Bufferin; Vitalis Hair Cream) } MARTIN  
Murphy  
Sy Drantch\*

Drackett (Drano; Windex) } WILLIAM  
DOLLARD  
Thomas Comerford\*

Ford Motors (Continental Div.) } EDWIN BYRNE  
Robert Kowalski\*

General Cigar (White Owl Cigars; Wm. Penn, Robert Burns Cigars & Cigarillos; Van Dyke) } VANCE LYNCH  
Arthur Meagher\*  
VANCE HICKS  
Marie Fitzpatrick\*

**General Foods**

All Products; Corporate } JOSEPH  
D-Zerta } LINCOLN  
Jell-O } Emma  
Whitney\*

Baker Coconut } KAY BROWN  
Birds Eye Div. } Ann Purtil\*  
(Jack & Jill Cat Food)

Calumet Baking Powder } LORRAINE  
Certo & Sure Jell } RUGGIERO  
Kernel Nuts } Edith  
Log Cabin } Johnson\*  
Maple Del  
Sanka

Swans Down Cake Flour } EDWIN BYRNE  
Baker Chocolate } Robert Kowalski\*

Swans Down Mixes } WARREN  
Postum } Bahr  
George MacDowell\*

La France & Satina } A. B. PRATT  
Minute Products } Mary King\*

Goodyear Tire & Rubber } DESMOND  
(Goodyear Tires; Lifeguard } O'NEILL  
Tubes; Institutional)

Gulf Oil } FRANK  
GRADY  
Wayne Stoops\*

\*Assistant

International Silver } GEORGE  
(1847 Rogers Bros.; International } HOFFMAN  
Sterling; Stainless by International) } Genevieve  
Hurley\*

Johnson & Johnson (baby products; Surgical Dressings Div.) } KIRK  
GREINER  
Joseph O'Brien\*

Life Savers } FREDERICK  
WEISS  
Bertrand Hopt\*

Lipton Tea & Soups } THOMAS  
COMERFORD

Lorillard (Kent Cig.) } JOHN  
HENDERSON  
Martin Lukashok\*

Metropolitan Life Ins. } JOHN  
Simmons } FLOURNOY  
Bette Ruth  
White\*

National Sugar Refining } ARTHUR  
(Jack Frost; Arbuckle Sugars) } JONES  
Kenneth  
Phelps\*

Procter & Gamble (Cheer) } LLOYD  
HARRIS  
FLORENCE  
DART  
WILLIAM  
WALKER  
Catherine  
Brostrom\*

Remington Shaver } WARREN  
BAHR  
George MacDowell\*

Singer Sewing Machine } A. B. PRATT  
Mary King\*

Time (Life Magazine; Time Inc.; Sports Illustrated Magazine } MARTIN  
Time Magazine) } MURPHY  
George Bailey\*  
GEORGE  
HOFFMAN  
Genevieve  
Hurley\*  
WARREN  
BAHR  
George MacDowell\*

**BOSTON, MASS.**

**ALLIED ADV. AGENCY**

100 Boylston St., Hubbard 2-4100

Beacon Co. (Floor Wax) } HOWARD  
SHAMBAN

**ARNOLD & CO.**

262 Washington St., Richmond 2-1220

Old Monastery Wines } ARNOLD Z.  
ROSOFF

**HAROLD CABOT & CO.**

136 Federal St., Hancock 6-7600

H. P. Hood & Sons (Dairy Prods.) } DAVID R.  
N. E. Telephone & Telegraph } WILLIAMS  
S. S. Pierce (Food Prods.)

**CHAMBERS & WISWELL**

250 Park Square Bldg., Liberty 2-7565

Habitant Soup } HELEN  
ORRIGAN

**JAMES THOMAS CHIRURG CO.**

414 Park Square Bldg., Hancock 6-7310

MEDIA DIR.—HERMAN A. BRAUMULLER, JR.

International Shoe (Sundial) } HERMAN A.  
BRAUMULLER  
JR.

**JOHN DOWD CO.**

212 Park Square Bldg., Hubbard 2-8050

MEDIA DIRECTOR—WM. H. MONAGHAN

Cott Beverages } WM. H.  
Megowen Educator Food } MONAGHAN  
Waltham Watch

**INGALLS-MINITER CO.**

137 Newbury St., Commonwealth 6-5767

Moxie Co. } ALICE M.  
Friend Bros. (Beans) } LIDDELL  
Tabby Cat Food

**HERMON W. STEVENS AGENCY**

9 Newbury St., Copley 7-2757

MEDIA DIRECTOR—S. J. CRUPI

Father John's Medicine } S. J. CRUPI  
Salada Tea

**BALTIMORE, MD.**

**CAHN-MILLER**

1 E. 24th St., Belmont 5-2520

**W. B. DONER & CO.**

225 W. Fayette St., Mulberry 5-1800

National Bohemian } HERBERT  
FRIED

**JOSEPH KATZ CO.**

10 W. Chase St., Lexington 9-1500

ADV. & SALES PROM. MGR.—GEORGE M. GLAZIER  
SPACE & TIME BUYER—JEAN MITCHELL

American Oil } GEORGE M.  
Maryland Pharmacal (Rem & Rel) } GLAZIER  
JEAN  
MITCHELL

**KAUFMAN-STROUSE, INC.**

130 W. Hamilton St., Saratoga 7-2414

**KUFF & FELDSTEIN**

233 E. 25th St., TU 9-1485

**S. A. LEVYNE CO.**

343 St. Paul Place, Mulberry 5-3390

Baltimore Paint & Color } JUNE  
Cat's Paw } ENGELDORF  
Recipe Foods

**EDWARD PRAGER ADV. AGENCY**

1001 N. Calvert St., Vernon 7-2525

Webster Clothing (Brooks Clothes) } PHILIP  
WILLEN

**VANSANT, DUGDALE & CO.**

15 E. Fayette St., Lexington 9-5400

Crosse & Blackwell } ROBERT W.  
Fram } WALSH  
F. S. Royster Guano } EVELYN K.  
HUTTMAN

**PHILADELPHIA, PA.**

**ADRIAN BAUER ADV. AGENCY**

1528 Walnut St., Kingsley 5-7870

Blue Magic } DAVID  
(Easy Monday Liquid Starch) } KAIGLER

**AITKIN-KYNETT CO.**

1400 S. Penn Sq., Rittenhouse 6-7810



**ARNDT, PRESTON, CHAPIN, LAMB & KEEN**

160 N. 15th St., Locust 4-4100

William S. Scull (Boxed Tea) } ROY T. LOCHTEN

**N. W. AYER & SON**

W. Washington Sq., Lombard 3-0100

(See New York list of timebuyers in 11 July issue for names of N. W. AYER timebuyers.)

**WALTER F. BENNETT & CO.**

1405 Locust St., Kingsley 5-6798

Baltimore Gospel Tabernacle } FRED DIENERT  
Bible Study Hour }

**JAMES THOMAS CHIRURG CO.**

1500 Walnut St. Bldg., Pennypacker 5-9543

MEDIA DIR. — HERMAN A. BRAUMULIER, JR.

**ECOFF & JAMES**

121 So. Broad St., Pennypacker 5-1459

George D. Wetherill & Co. } DON BATTLE  
(Interior and exterior house paints) }

**GEARE-MARSTON ADV.**

22 and Locust Sts., Locust 4-0530

Pennsylvania Salt } FRANK C. MURPHY

**GRAY & ROGERS ADV.**

12 So. 12th St., Walnut 2-4808

Diamond State Telephone } WALTER M. ERICKSON  
(Bell Telephone) }

**PHILIP KLEIN ADV.**

University Bldg., 16th & Locust Sts., Pennypacker 5-7696

Paper Mate } HERBERT RINGOLD

**AL PAUL LEFTON CO.**

1617 Pennsylvania Bldg., Rittenhouse 6-1500

General Baking (Becker's Bread) } ALEX  
Signet Club Plan } GRIFFIN

**LEWIS & GILMAN**

1528 Walnut St., Pennypacker 5-9900

Wyeth Laboratories (Vi-Gillin) } PETER  
Fleer's Bubble Gum } KONDRAS

**W. WALLACE ORR**

1518 Walnut St., Kingsley 6-4140

**TOWN ADV. AGENCY**

1420 Walnut St., Kingsley 6-4710

Fels & Co. } MARY  
(Instant Fels Naptha) } DUNLAVEY

**WILKES-BARRE, PA.**

**LYNN-FIELDHOUSE ADV.**

45 So. Franklin St., Wilkes-Barre, Pa., Valley 2-7182

Wise Potato Chip } W. P. McLAUGHLIN, JR.

**CHICAGO, ILL.**

**AUBREY, FINLAY, MARLEY & HODGSON**

230 N. Michigan Ave. (1), Financial 6-1600

Double Cola } GENE FROMMERZ  
Williamson Candy }  
International Harvester }

**BBDO**

919 N. Michigan Ave. (11), Superior 7-9200

Murine } HISSLELL  
Peter Hand Brewery (Meisterbrau) } TOLG  
Zenith Radio } CURA  
HAWKINSON

**BEAUMONT & HOHMAN, INC.**

6 N. Michigan Ave., Central 6-4230

Greyhound Bussines } CLARKE  
TRUDEAU  
JEAN  
HECKSCHER  
W. W. O'NEIL

**WALTER F. BENNETT CO.**

20 N. Wacker Drive (6), Franklin 2-1131

Assemblies of God } WALTER BENNETT  
Light of Life Hour } JANE LUNTIER  
Billy Graham }

**GORDON BEST CO., INC.**

228 N. LaSalle St. (1), State 2-5060

General Finance } E. A. TRIZIL  
Milner Products } FRANK MOOR  
Maybelline } RICHARD  
Helene Curtis } HEST  
KAY KNIGHT

**E. H. BROWN ADV. AGENCY**

20 N. Wacker Drive (6), Franklin 2-9494

Funk Bros. } R. CRABB  
Southern Farmer } ELLEN  
Pratt Food } KORNGIEBEL

**BUCHEN CO.**

400 W. Madison St. (6), Randolph 6-9305

Oliver Tractor } WIS FISHER  
Fairbanks-Morse } HOWARD  
Club Aluminum } ROSE  
LEE CARLSON

**LEO BURNETT CO.**

360 N. Michigan Ave. (1), Central 6-5959

Comstock Canning } DICK GOONS  
Toni } BOWEN  
Tea Council } MUNDAY  
Helen } HELEN  
Pure Oil } STANLEY  
Buster Brown Shoes } KEN FLEMING  
Pillsbury Mills } JOHN HARPER  
Farina } KAY MYERS  
Mars, Inc. } JOHN BODEN  
P & G (Lava, Joy) } REX FRENCH  
Bauer & Black } NICK WOLF  
Kellogg } PHIL ARCHER  
Pfizer Feeds } DAVE  
Globe Mills } ARNOLD  
Santa Fe R. R. } HAL THILSON  
Converted Rice } DICK  
Green Giant } FOERSTER  
Marlboro Cigarettes } HARRY  
Heileman Beer } FURLONG  
ESTHER  
RAUCH  
JOHN  
DEACON  
CARL GLAYE

**CAMPBELL-MITHUN**

919 N. Michigan Ave. (11), Delaware 7-7553

American Dairy Assoc. } MINNIE KAPLAN  
Charmin Paper Mills } ELSIE  
John Morrell } LAUFER  
CLAY  
ROSSLAND

**CHRISTIANSEN ADV.**

135 N. LaSalle St. (3), Central 6-2484

Allstate Insurance } MARTIN  
Bruce & Leaner } FRITZ  
PAT BIRD

**COMPTON ADV., INC.**

111 W. Jackson Blvd. (4), Harrison 7-6935

Gaest & Thomas Hybrid } WM. B. BILL  
Seed Corn } BEVERLY  
HALDINIAN

**D'ARCY ADV.**

8 N. Michigan Ave. (2), Central 6-4536

Standard Oil of Indiana } BETTY  
LAVATT  
RAY SPENCER  
RAN D'NEILL

**DANCER-FITZGERALD-SAMPLE**

221 N. LaSalle St. (1), Financial 6-4700

Platt Sewing Machine } HARRY PICK  
Consolidated Products } KATHERINE  
Sterling Insurance } HOACH

**W. B. DONER CO.**

203 N. Wabash Ave. (1), Dearborn 2-4676

Tavern Pale Beer } M. F. KOSTMAN  
Plastone }  
Mail Order }

**DUGGAN-PHELPS**

307 N. Michigan Ave. (1), Randolph 6-1076

Consolidated Drugs } FRANK DUGGAN  
Ianolin Plus } GEORGE O'LEARY  
WILLIAM CLINE  
NORMAN PHELPS

**ERWIN, WASEY & CO.**

230 N. Michigan Ave. (1), Randolph 6-4952

Knox Carbon }  
Hyde Park Beer } JOHN GWYNN  
Stag Beer } HELEN WOOD  
Chamberlains Lotion & Aysd  
Clyman Canning  
Dad's Root Beer }

**FIRST UNITED BROADCASTERS**

201 N. Wells St. (6), Randolph 6-7800

Willard Tablet } HUGH RAGER  
MARYELLEN  
CONVERY

**FOOTE, CONE & BELDING**

155 E. Superior St. (11), Superior 7-4800

Armour } GENEVIEVE  
Beatrice Creamery } LEMPER  
Hall Bros. Cards } GWEN  
Libby McNeill & Libby } DARGEL  
(Pineapple Juice) } DOROTHY  
S. C. Johnson & Sons (Carnu) } FROMMERZ  
ROBERT  
HISSEY  
RITA HART

Listing continued next page

**COMING NEXT ISSUE**

The third and final portion of this list of agencies, their timebuyers and the accounts they handle will appear in the 8 August issue. Areas covered will include: the Midwest, South, Southwest and West Coast.

**CLINTON E. FRANK, INC.**

Merchandise Mart (51), Whitehall 4-5900

Reynolds Metals }  
Quaker Oats } JACK  
Dean Milk } MATHEWS  
Ioni Co. (Pamper Shampoo) } HELEN DAVIS  
Fould's Macaroni }

**FULLER & SMITH & ROSS**

105 W. Adams St. (3), Andover 3-5011

Ferguson Tractors } CHARLES  
Keystone Fences } BILLINGSLEY

**GLENN-JORDAN-STOETZEL**

307 N. Michigan Ave. (1), State 2-8927

Christian Reformed Church } R. R. ROZEMA  
GEORGE  
McGIVERN

**GOODKIND, JOICE & MORGAN**

919 N. Michigan Ave. (11), Superior 7-6747

Planters Peanuts and Peanut Butter } FLORENCE A.  
Illinois Canning } NEIGHBORS

**GRANT, SCHWENCK & BAKER**

520 N. Michigan Ave. (11), Whitehall 3-1033

Bankers Life & Casualty } JAMES E.  
SCHWENCK  
FRANK  
BAKER  
BETTY  
ARMSTRONG  
MARSHALL  
EDINGER  
TOM ELVIDGE

**GRANT ADVERTISING**

919 N. Michigan Ave. (11), Superior 7-6500

Dr. Pepper } FRED  
Monroe Chemical (Putnam Dies) } NORMAN

**GEORGE H. HARTMAN CO.**

307 N. Michigan Ave. (1), State 2-0055

Mystik Tape }  
Berghoff Beer } VIRGINIA  
Joanna Western (TV) } CALDWELL  
Manchester Biscuit  
Sawyer Biscuit

**HENRI, HURST & McDONALD**

121 W. Wacker Drive (1), Franklin 2-9180

Thor }  
Ready-To-Bake (Puffin) } LAURA HALL

**H. W. KASTOR & SONS ADV.**

75 E. Wacker Drive (1), Central 6-5331

Int'l Milling (Robin Hood Flour) } JIM WEST  
P & G (American Family Flakes) } JOHN URICE  
Union Starch & Refining } HARVEY  
Pennant Syrup } MANN

**EARLE LUDGIN & CO.**

121 W. Wacker Drive (1), Andover 3-1888

Rath Packing }  
Rit and Shinola } JANE DALY  
Manor House Coffee } RUTH BABICK  
Stopette Deodorant } KAY MORGAN  
Wrisley } MARILYN  
Linco Bleach } BEILEFELDT  
Bendix }

**MARK T. MARTIN CO.**

59 E. Van Buren, Harrison 7-9199

Churches of Christ } GLADYS  
JOHNSON

**MAXON**

661 N. Rush St. (11), Whitehall 4-1676

Hotpoint } LES SHOLTY  
PAUL KELLY  
DICK LARKO

**McCANN-ERICKSON**

318 S. Michigan Ave. (4), Webster 9-3701

Milnot } JOHN COLE  
Derby Foods } PAT  
Swift's Ham & Bacon } CHAMBERS  
Swift's Swifties } ESTHER  
Swift's Ice Cream } ANDERSON  
HOWARD  
HELLER

**ARTHUR MEYERHOFF & CO.**

110 N. Michigan Ave. (11), Delaware 7-7860

Owen Nursery }  
Wrigley Chewing Gum }  
Hl. Meat (Broadcast Corned Beef }  
Hash & Redi-Meat } PAT GRAY  
Brach Candy } EVELYN VAN-  
Myzon } DERPLOEG  
D-Con }  
Heet (Demert & Dougherty) }  
Ratner Promotions }

**MacFARLAND, AVEYARD & CO.**

333 N. Michigan Ave. (1), Randolph 6-9360

Alemite Corp } BEVERLY  
Drewry's Ltd. } HICKS  
Zenith Hearing Aid } BUD TRUDE  
JAMES  
SHELBY

**NEEDHAM, LOUIS & BRORBY, INC.**

135 S. LaSalle St. (3), State 2-5151

Campbell Soup }  
Phenix Foods }  
Household Finance Corp. }  
Johnson Wax } DON  
Parkay Margarine } DeCARLO  
Nesco, Inc. } PAT  
Kennell Products } BROUWER  
Morton Salt } ARNOLD  
JOHNSON  
Wilson—(Canned Meats and Soap) }  
Sporting Goods) }  
Monsanto Chemical }

**OLIAN & BRONNER CO.**

35 E. Wacker Drive (1), State 2-3381

American School }  
Atlas Beer } KAY  
Edelweiss Beer } KENNELLY  
Beltonne }  
Sealy Mattress }  
Princess Pat Cosmetics }

**O'NEIL LARSON & McMAHON**

230 N. Michigan Ave. (1), Andover 3-4470

Mail Accounts } NELSON  
Imdrin (Rhodes) } McMAHON  
GRACE  
MORAN

**PRESBA, FELLERS & PRESBA**

360 N. Michigan Ave. (1), Central 6-7683

Flex-o-Glass } WILL PRESBA  
Olson Rug } CHARLES  
Hi-Life Dog Food } DABNEY  
GRANT SMITH  
GLENDIA  
ALLEN

**REINCKE, MEYER & FINN, INC.**

520 N. Michigan Ave. (11), Whitehall 4-7440

C B & Q RR } WALLACE  
Anco Windshield Wipers } MEYER

**L. W. RAMSEY CO.**

230 N. Michigan Ave. (1), Franklin 2-8155  
Sawyer Biscuit (Iowa) }  
Mickelberry Sausage }

Squire Dingee } DOROTHY  
(Ma Brown Products) } PARSONS  
Marshall Canning } L. H.  
Brown Beauty Foods } COPELAND

**ROCHE, WILLIAMS & CLEARY**

135 S. LaSalle St. (3), Randolph 6-9760

Hardware Mutual }  
Milwaukee RR } CHARLES G.  
John Puhl Products } BRODERSEN  
Nadinola }

**ROGERS & SMITH**

20 N. Wacker Drive (6), Dearborn 2-0020

Little Crow Milling } RAY H.  
REYNOLDS

**RUTHRAUFF & RYAN**

360 N. Michigan Ave. (1), Financial 6-1833

Wrigley Chewing Gum }  
A. E. Staley } HOLLY  
Strong Heart Dog Food } SHIVELY  
American Breeder } IRENE HESS  
Allied Florist } EDMUND  
KASSER

**ROSS ROY, INC.**

307 N. Michigan Ave. (1), Randolph 6-7000

Lake Central Airlines } ROBERTA  
HARNEY

**RUTLEDGE & LILIENFELD, INC.**

121 W. Wacker Drive, Dearborn 2-6326

Puritan Foods (Realemon) } ANNE COYLE  
National Tea }

**HARRY SCHNEIDERMAN, INC.**

141 W. Jackson Blvd., Webster 9-3924

State Finance } DORIS  
Lane Bryant } GOLOW

**SCHWIMMER & SCOTT**

814 N. Michigan Ave. (11), Whitehall 4-6886

Kist Beverages }  
Schutter Candy }  
Walgreen }  
Keeley Beer } R. R. RIEMEN-  
Salerno-McGowan } SCHNEIDER,  
Hawthorne-Melody Milk } JR.  
Spiegel, Inc. }  
H-A Hair Arranger }  
Red Dot Potato Chips }  
Brown Food Processors }

**RUSSEL M. SEEDS CO.**

51 E. Superior St., Mahawk 4-6323

Pinex }  
Brown & Williamson } MERLE  
(Wings and Raleigh) } MYERS  
Elgin American } VIRGINIA  
W. A. Sheaffer Pen } RUSSET

**JOHN W. SHAW, INC.**

51 E. Superior St., Mahawk 4-6323

Lehon Mulehide Roofing } ANN  
Armour } SHEAFFER  
Quaker Oats Co. (Corn Meal } BOBBIE  
and Pack-O-Ten) } LANDERS

**CHARLES SILVER & CO.**

737 N. Michigan Ave. (11), Superior 7-6625

Rival Dog Food } CHARLES  
SILVER  
BEN  
SOLOMON  
MAXINE ZIV

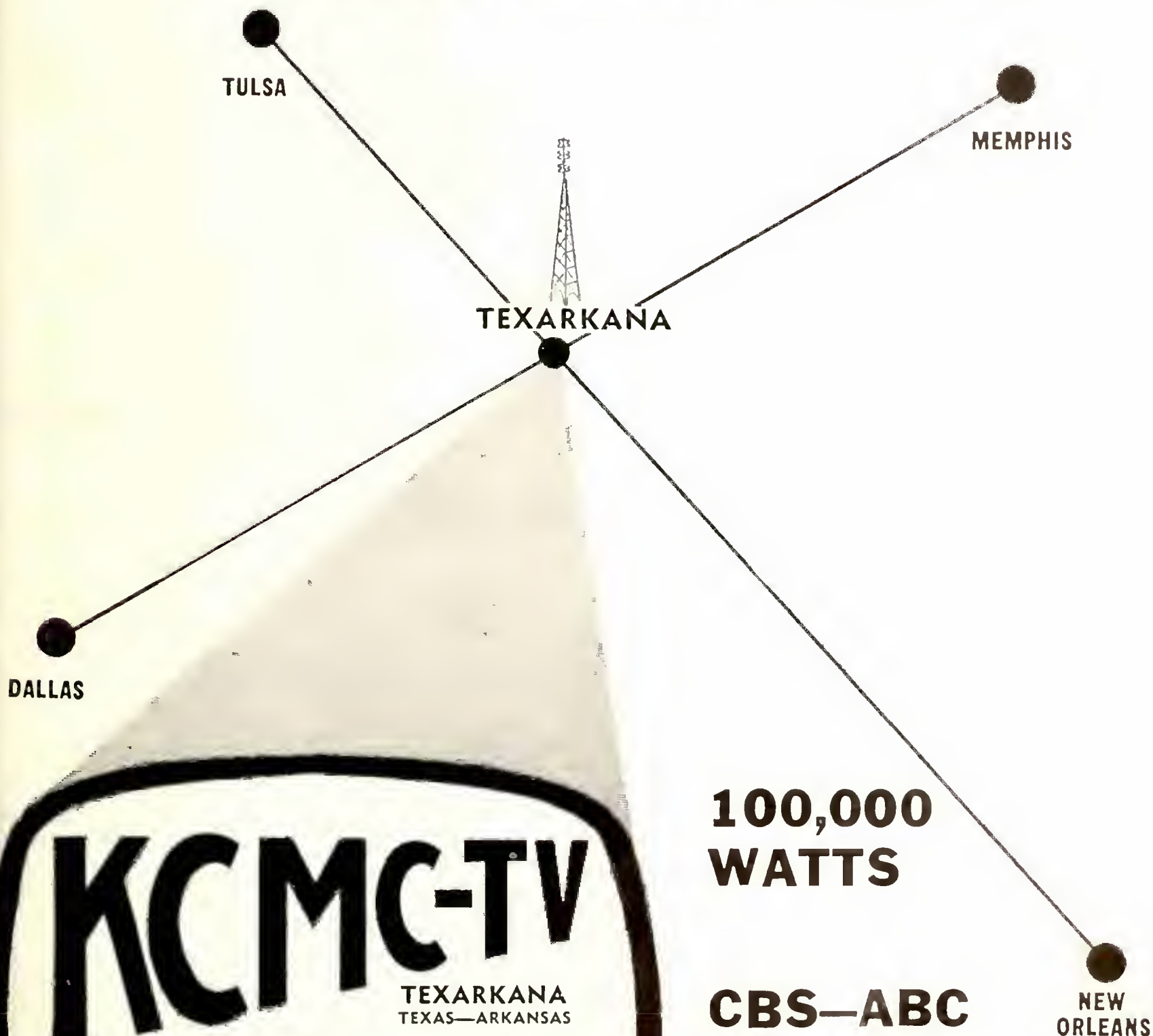


# The Only **MAXIMUM POWER**

## Station Between

**DALLAS AND MEMPHIS - - - 423 miles**

**TULSA AND NEW ORLEANS - - 553 miles**



**100,000  
WATTS**

**CBS—ABC  
INTERCONNECTED**

**NEW  
ORLEANS**

**KCMC-TV**

**TEXARKANA  
TEXAS—ARKANSAS**

*Channel 6*

Represented by  
VENARD, RINTOUL and McCONNELL, Inc.  
Walter M. Windsor, General Manager

**SIMMONDS & SIMMONDS, INC.**

520 N. Michigan Ave., Michigan 2-3360

B-I Beverage } PHIL  
THOMAS, SR.  
STEPHAN  
SEEDER

**SMITH, BENSON & McCLURE**

8 S. Michigan Ave., State 2-1931

Sterling Beer } JACK  
SCHROEDER

**TATHAM-LAIRD, INC.**

64 E. Jackson Blvd. (4), Harrison 7-3700

Armour (Ham, Bacon, Sausage) } PAUL  
SCHLESINGER  
Simoniz } JOE PERRY  
Toni (Bobbi) } JIM MADISON  
Wiedemann Beer } GEORGE  
General Mills (Korn Kix) } BOLAS  
Surchamp Dog Food } HAROLD  
Swanson Chicken } HENNETT  
Wander Co. (Ovaltine) } DON GRASSE  
Norge } JACK RAGEL  
JIM ZITNIK  
McTAGGART  
HOB ATWOOD

**J. WALTER THOMPSON**

410 N. Michigan Ave. (11), Superior 7-0303

Kraft Foods }  
Swift & Co. (Allsweet) } E. R. FITZ-  
Indiana Bell Tel. } GEBALD  
Libby, McNeill & Libby } ELLEN  
Quaker Oats (Aunt Jemima) } CARLSON  
Pancake & Cake Mixes } T. V. WATSON  
Seven-up Bottling } BILL  
KENNEDY

**TURNER ADV. AGENCY**

101 E. Ontario St., Michigan 2-6426

O'Cedar } KARL F.  
VEHE

**U. S. ADVERTISING CORP.**

23 E. Jackson Blvd. (4), Webster 9-0911

Wilson & Co. Ideal Dog Food }  
Wilson & Co. Salad Dressing } A. J.  
Wilson & Co. Bakerite } ENGELHARDT  
M & R Mfg. Co. (Sno Bol) } AL BONK  
Schulze & Burch } C. E. RICKERD

**GEOFFREY WADE ADVERTISING**

20 N. Wacker Drive (6), State 2-7369

Miles Laboratories } LOU J.  
(Alka Seltzer, Nervine) } NELSON  
DAVE  
WILLIAMS

**WEISS & GELLER**

400 N. Michigan Ave. (11), Whitehall 3-2100

Monarch Foods } JACK BARD  
College Inn Foods } NORA  
Toni Co. } MARCUS  
Cudahy Packing } ARMELLA  
SELSOR

**WESTERN ADV. AGENCY**

35 E. Wacker Drive (1), Andover 3-2445

De Kalb Hybrid Assoc. } FRED PAINE  
Allied Mills } PAUL  
Pure Milk Assoc. } LAMMERICK  
DEL GURLEY  
W. W. UNFER  
KEITH FRED-  
ERICKSON

**WHERRY, BAKER & TILDEN**

919 N. Michigan Ave. (11), Delaware 7-8000

Quaker Oats } CLIFF  
(Full-O'-Pep Feeds) } BOLGARD  
HARRY  
HARGER  
MARCELLA  
O'NEIL  
GORDON  
HENDRY

**YOUNG & RUBICAM**

333 N. Michigan Ave. (1), Financial 6-0750

American Bakeries (Taystee Bread }  
Grennan Cakes) } MARION  
Elgin Natl. Watch Co. } REUTER  
Marathon (Northern, Waxtex) } RUTH LEACH  
Intl. Harvester } VERA  
Borden (Milk, Ice Cream) } TABOLOFF  
PEGGY  
McGRATH

**CINCINNATI, OHIO**

**RALPH H. JONES CO.**

Carew Tower (2), Garfield 2300

Nu-Maid Margarine }  
Kroger Company } ANN SMITH  
Happy Family Baking } EULA REGGIN  
Strietmann Biscuit } EDNA  
Duncan Hines Macaroni } HAYERKAMP

**MIDLAND ADV. AGENCY**

First Natl. Bank Bldg., 105 E. Fourth, Moin 2112

Burger Beer } B. B. FISHER

**PECK-HEEKIN**

414 Walnut, Garfield 1520

Bavarian Beer } RICHARD  
PECK

**STOCKTON-WEST-BURKHART**

1303 First Natl. Bank Bldg., 105 E. 4th, Dunbar 5600

Jergen's }  
Hudepohl Beer } DOUG BURCH  
Gibson Wine }  
Island Creek Coal }  
Chunking Food }

**CLEVELAND, OHIO**

**BEAUMONT & HOHMAN, INC.**

NBC Bldg. (14), Cherry 1-3947

Greyhound Bus }  
McKesson & Robbins } STEWART  
Whirlpool Washers } CRAMER

**FOSTER & DAVIES, INC.**

2116 Keith Bldg. (15), Cherry 1-0711

Alliance Tenna-Rotor } MILES F.  
Alliance Boosters } McKEARNEY

**FULLER & SMITH & ROSS**

1501 Euclid Ave. (15), Cherry 1-6700

Aluminum Co. of America } W. G.  
Sherwin Williams Paint } CHALKLERY  
J. H. M. SCOTT  
J. H. CHESHIRE  
LOU J.  
BOYCE

**GREGORY & HOUSE, INC.**

2157 Euclid Ave. (15), Main 1-7822

Duke Amoniated Chewing Gum } BROMLEY  
Wilson Plastics } HOUSE  
MRS. MARION  
REEVES

**GRISWOLD-ESILEMAN CO.**

1410 Terminal Tower (13), Tower 1-3232

Tappan Ranges } R. C. (DICK)  
B. F. Goodrich } WOODRUFF  
(Hood and Miller Tires) } PENNY  
PETERS

**LANG, FISHER & STASHOWER, INC.**

1010 Euclid Ave. (5), Main 1-6579

Brew. Corp. of America }  
(Carlings Black Label Beer) } GARRY C.  
Grand Industries, Inc. (Stoves) } McKELVEY  
Richman Bros. } DAVID  
STASHOWER

**McCANN-ERICKSON**

Natl. City Bank Bldg. (14), Cherry 1-3490

Standard Oil of Ohio }  
Ohio Bell Telephone } BRUCE  
Perfection Stove } HARDY  
Leisy Brewery } MEL WEISS  
Nu-Soft (Laurel Prod.) }

**MELDRUM & FEWSMITH, INC.**

1220 Huron Road (15), Cherry 1-3510

Willard Batteries }  
Glidden Paint } C. J.  
Dearborn Motors (Ford Tractor) } LONSDALE  
Stewart Co. of Dallas } DON A.  
Durkee Foods } ELLIOTT  
Sieberling Tires } MURIEL  
MACK

**NELSON STERN ADV.**

Film Bldg. 2108 Payne Ave., Tower 1-5255

CDR Rotor (Cornell) }  
Dubilier-Radiart } BRUCE STEE

**SWEENEY & JAMES**

510 Bulkley Bldg., Moin 1-7142

Firestone Tires } DOROTHY  
OESTERLE

**DETROIT, MICH.**

**STANLEY G. BOYNTON CO.**

159 Pierce St., Birmingham, Mich., Midwest 4-2346

Calvary Hour } STANLEY  
Radio Bible Hour } BOYNTON  
MARJORIE  
SMITH

**BBDO**

Penobscot Bldg., Wo. 5-0620

DeSoto } CLARK  
SLAYMAN

**BROOKE, SMITH, FRENCH & DORRANCE**

8469 E. Jefferson (14), Valley 2-9700

Hudson Motor Car }  
Ironrite } HAL RUMBLE

**D. P. BROTHIER**

4-135 General Motors Bldg. (2), Trinity 2-8250

Oldsmobile } CARL  
A. C. Spark Plugs } GEORGI, JR.  
JOE HENRY  
PHYLLIS  
BRANCH  
DICK  
HOFFMAN

**CAMPBELL-EWALD**

General Motors Bldg. (2), Trinity 2-6200

Chevrolet Motors } J. J.  
Goebel Brewing } HARTIGAN  
JIM TELISKY  
PHIL McHUGH  
BOB  
CROOKER

**CLARK & ROBERTZ, INC.**

826 Fox Bldg. (1), Woodward 1-5500

Kasco Dog Food and Farm Feed } R. J. TER-  
Cleveland Cliff Ironcoal } BRUEGGEN  
AP Parts (Miracle) } RUTH  
Power Motor Lubricant } SPEELMAN  
CAROL  
NEWELL





# AROUND FARGO, WDAY-TV PITCHES A SHUTOUT!

**L**ATEST Fargo-Moorhead Hoopers credit WDAY-TV with an almost clean sweep of audience-preference honors. The chart shows that between 5 and 6 times as many Metropolitan Fargo families tune to WDAY-TV as to the next station.

Look at the sets-in-use—a whopping big 65% at night!

Although Metropolitan Fargo represents an important segment of WDAY-TV's coverage, it's not the whole story. WDAY-TV is also the preferred station in most of the heavily-saturated Red River Valley. Ask Free & Peters for the proof.

## WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC.  
Exclusive National Representatives

HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS- In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*
[*Adjusted to compensate for fact stations were not telecasting all hours]			



## still taller in the saddle

Starting August 29, WCCO-TV adds two more family favorite cowboys to its hard hitting lineup.

### Gene Autry and Roy Rogers

in hour-long shows across the board at 4:30 p.m. weekdays.

#### WCCO-TV

The other member of the family  
Minneapolis-St. Paul

**CBS**

Here's a great opportunity for you to lasso the big action audience in the Twin Cities.

Available now on a four sponsor participation basis. Ask Free & Peters

for details of the powerful  
WCCO-TV Western Story.\*



The January 1955 Telepulse shows that in a typical winter month, every one of WCCO-TV's four big western adventure shows tops all competing programs, and beats the average of all shows in our four-station market by from 41% to 212%.



**DENMAN & BAKER, INC.**

Buhl Bldg. (26)

Sunshine Chicks } ERNEST W.  
BAKER, JR.

**W. B. DONER CO.**

505 Washington Blvd. Bldg., 234 State St., Woodward  
5-7100

Speedway 70 } CHARLES  
Welch's Wine } ROSEN  
Presto-Whip } FELIX  
National Bohemian Beer } HOWER  
D.W.G. Cigar Co. } J. HALL  
SMITH  
BILL WALL  
EILEEN HESER  
DIANE  
NEUGARTEN

**GEYER ADV.**

11250 Plymouth Rd., Webster 3-5520

Nash-Kelvinator } BILL MURRAY

**GLEASON ADV. AGENCY**

726 Fisher Bldg. (2), Trinity 3-8181

Roman Cleanser } PEGGY  
VAN CAMP

**GRANT ADVERTISING**

2900 Guardian Bldg., Woodward 3-9100

Dodge Motors } JIM BROWN  
Tident Toothpaste } SALLY LOU  
CHIPMAN

**MacMANUS, JOHN & ADAMS**

Bloomfield Hills, Mich., Midwest 6-1000

Dow Chemical }  
Pontiac Motors } CHUCK  
Champion Spark Plugs } CAMPBELL  
Cadillac Motors } BILL  
Timkin Roller Bearing } RUSHWAY  
S. S. Kresge }

**MAXON**

2931 E. Jefferson Ave. (7), Lorain 7-5710

Pfeiffer Brewing }  
Drewry's Ale } JACK WALSH  
Schmidt Brewing }  
H. J. Heinz }

**McCANN-ERICKSON**

Penobscot Bldg. (26), Woodward 2-9792

Chrysler } KELSO  
TAEGER  
MARLANNE  
LINIE

**POWELL-GAYEK, INC.**

Penobscot Bldg. (26), Woodward 1-4321

Lee & Cady Packaged Foods } ROBERT  
Chateau Wine } POWELL  
WILLIAM  
GAYEK

**ROSS ROY, INC.**

2751 E. Jefferson, Lorain 7-3900

Dodge Trucks } CARL HASSEL  
RON POST

**RUSE & URBAN**

824 Book Bldg., Woodward 2-2091

Mama's Cookies } JOHN HUGHES  
Sunrich Bread } FLO URBAN  
JIM  
GALLAGHER

**RALPH W. SHARP AGENCY**

736 Luthrop, Trinity 3-3350

Shedd Bantush Foods } TED BOZAR  
Keyko Margarine, Old Style Sancer } HOWARD  
Frankenmuth Brewing } RODGERS

**J. WALTER THOMPSON**

2130 Buhl Bldg., W.O. 2-8890

Ford Motor Company } IRVING  
MacKENZIE  
JACK WELSH

**ZIMMER, KELLER & CALVERT**

1900 Mutual Bldg., Woodward 1-9151

Stroh's Bohemian Beer } CLYDE  
VORTMAN

**MILWAUKEE, WIS.**

**BAKER, JOHNSON & DICKINSON**

710 N. Plankinton (3), Broadway 2-6833

Stark, Wetzel }  
Hunter Packing } JAMES A.  
Parrott Packing Co. } BAKER  
Simplicity Garden Tractor } FRANCIE  
Sunnyland Packing } KIRSCHNER

**BARNES ADV. AGENCY**

312 E. Wisconsin (2), Daly 8-2393

Kingsbury Breweries } JOHN BARNES  
RAY  
WHOLMAN

**CRAMER-KRASSELT CO.**

733 N. Van Huron St. (2), Daly 8-3500

Evinrude Motors }  
Rofls Leather Accessories (1 y only) } LORETTA  
Phoenix Hosiery } MAHAR  
Wisconsin Telephone }

**HOFFMAN & YORK**

808 N. Third St. (3), Broadway 6-6510

Gottelman Beer } JOE  
Shaler Rislonc } MULVANNEY

**KLAU-VAN PIETERSON-DUNLAP**

711 N. Fourth St. (3), Marquette 8-6780

Holsam Products }  
Robert A. Johnston } LEE L.  
Cookies & Candies } ARCHER  
General Mills (Feed Division) } E. P. RITZ

**MATHISSON & ASSOC., INC.**

111 E. Mason St. (2), Broadway 6-7181

Miller High Life Beer } JACK  
Petco (Clark's Super Gas) } SEVERSON  
ED HALL  
ROBERT  
GEARY

**PAULSON-GERLACH & ASSOC.**

606 W. Wisconsin Ave.

Otis F. Glidden } WEBSTER  
Rippon Cookies } KUSWA

**ST. LOUIS, MO.**

**BATZ-HODGSON-NEUWOEHNER**

122 N. 7th St., Central 1-8907

Corno Feeds } ED COOMBS  
H. NEU-  
WOEHNER

**D'ARCY**

Missouri-Pacific Bldg., Central 1-6700

Reardon } J. L. COWLEY  
Anheuser-Busch } ROBERT  
Coca-Cola } THIES  
Brook Foods } J. DOLAN  
Cook Products } WATSH  
HARRY  
REURO  
WILLIAM  
HOLMES  
JOHN HYATT

**OAKLEIGH R. FRENCH & ASSOC.**

1235 Lindell Bldg. (8), Jefferson 1-0037

H. P. Collee } C. S.  
Vess Cola } PANGMAN  
Hotel Jefferson } OAKLEIGH  
FRENCH

**GARDNER ADV. CO.**

915 Olive St. (1), Central 1-3200

Duncan Hines Cake Mixes }  
Godfrey Mfg. } WARREN  
Groves Bromo Quinine } WELTHAUF  
Pet Milk } GRACE  
Barton Dvanshire } MORTEN  
Southwestern Bell Telephone } EARL HOLZE  
Swift (Jewel Shortening) } FRANK  
Ralston Purina } HEASTON

**HIRSCH-TAMMS-ULMAN**

316 N. Eighth St., Central 1-2389

Old Judge Coffee } M. HIRSCH  
PAT  
MOSELEY

**KRUPNICK & ASSOC., INC.**

520 N. Grand Blvd. (3)

Magic Chef } RAY SCHOFEN  
LEIDT

**OLIAN ADV. CO.**

1010 Lindell Blvd., Jefferson 1-4977

Manhattan Coffee }  
Dining Car Coffee } ALICE  
Sayman Soap Products } McDONOUGH

**PRATER ADV. CO.**

705 Chestnut St. (1), Garfield 1-6190

Falls City Beer } GEORGE L.  
PRATER  
BARBARA  
BLOCK

**RIDGWAY CO., INC.**

8008 Carondelet, Parkview 1-3755

Oyster Shell Prod. } RICK SIDES  
Iron Oil } JOHN  
MOELLING  
LINDA  
BLAKEY  
CASPER YOST

**RUTHRAUFF & RYAN**

Railway Exchange Bldg., 611 Olive St., Main 1-0127

Krey Packag } OSCAR  
Banquet Cannong } ZAHNER  
Griesedie k Beer } DAVE MARS  
FRED S.  
ROGER  
RAGON

**RUTLEDGE & L. LILIENFELD, INC.**

317 North 11th St.

GRANVILLE  
RUTLEDGE

**SIMMONDS & SIMMONDS, INC.**

611 Olive St. (1), Chestnut 1-1162

B I Beverage }  
Dr. McGear Medicine } SHERWIN  
American Beauty Macaroni } TOBIAS  
Arrow Feeds } GEORGIA  
TOBIAS



# NOW PRODUCING

## Cisco gets the ratings

### Syndicated Western-Adventure Show

PROGRAM	HOUSTON PULSE FEB 1955	DETROIT ARB FEB 1955	CINCINNATI ARB FEB 1955	BALTIMORE ARB FEB 1955	CHICAGO ARB FEB 1955	San Francisco ARB FEB 1955
<b>"CISCO KID"</b>	<b>30.2</b>	<b>28.1</b>	<b>31.8</b>	<b>27.8</b>	<b>25.3</b>	<b>21.1</b>
<b>SHOW "A"</b>	<b>20.0</b>	<b>16.3</b>	<b>10.1</b>	<b>18.9</b>	<b>9.4</b>	<b>15.1</b>
<b>SHOW "B"</b>	<b>11.2</b>	<b>7.1</b>	<b>15.8</b>	<b>25.2</b>	<b>11.8</b>	★
<b>SHOW "C"</b>	<b>18.4</b>	<b>6.2</b>	★	<b>12.2</b>	★	★
<b>SHOW "D"</b>	<b>15.4</b>	<b>14.7</b>	<b>15.1</b>	★	<b>5.5</b>	<b>21.1</b>

Names of Western-Adventure Shows in comparison chart available on request

- 6th year for Interstate Bakeries in 10 markets
- 6th year for Nolde in Richmond and Norfolk
- 6th year for Wrigley Stores in Detroit

★ Not Running

FOR FULL FACTS WRITE, PHONE OR WIRE





# 6th GREAT YEAR!

*O. Henry's  
Famous Robin Hood  
of the Range*

# "THE CISCO KID"



Duncan Renaldo as  
"CISCO"



Leo Carrillo as  
"PANCHO"



# WESTHEIMER & BLOCK

Chase Hotel

Centlivre Brewing } LOU WESTHEIMER  
RITA FORRESTER

# WINIUS-BRANDON, INC.

1706 Olive St. (3), Chestnut 1-6380

Miller Chemical } VERNON L. MORELOCK  
American Packing } MRS. R. A. PIETUCH  
Deep Rock Oil }  
Carling Brewing }

## MINNEAPOLIS, MINN.

# BBDO

Northwestern Bank Bldg. (2), Lincoln 8401

Doughboy Feed }  
Cream of Wheat }  
Gamble Stores }  
General Mills (Betty Crocker) } HALE BYERS  
Hormel Packing } BILL CONNOR  
Northern Pacific RR }  
Minnesota Mining }  
N. W. Bell Telephone }  
Northrup-King Seeds }

# BOLIN-SMITH

2652 Lyndale Ave. So., Locust 2609

American Food Plan } SOL WERNICK

# BOZELL & JACOBS, INC.

401 WCCO Bldg., Main 4527

Fruen Milling } SAM KAUFMAN  
Balm Argenta }  
Burma-Shave }

# BRUCE B. BREWER & CO.

400 Fushoy Tower (2), Atlantic 3314

General Beverage of Minn., Inc. } CHARLES STROTZ  
Cargill, Inc. (Nutrena Feeds) } LOY M. BOOTON  
American Crystal Sugar } MARY ANN SCHULTZ  
Lan-O'Sheen } WARREN MICHAELS  
Ocona Chicken }  
Nutrena Dog Food }

# ALFRED COLLE CO.

2446 Park Ave., Lincoln 0661

RITA UMHOEFER

# CAMPBELL-MITHUN

Northwestern Bank Bldg. (2), Lincoln 8824

Malt-O-Meal } ARTHUR H. LUND  
Gold Seal Wax } DICK FOREST  
Hamm's Beer } RITA A. KASPER  
Land-O-Lakes } BOB WOLD  
Ballard & Ballard } BOB BLEGEN  
Pillshury Feeds } MARIAN MANZER  
Pillsbury Country Style Biscuits }  
Nash Coffee }

# ERWIN WASEY & CO. OF MINN.

523 Marquette Ave. (2), Atlantic 1233

Watkins Products } WILLIAM WHITE  
Ballard & Skellet } BILL NEE  
Peters Meat }

# RAY JENKINS ADV.

1240 Builders Exchange, Main 4121

Pearson Gandy } RAY JENKINS  
Gardner Foods } DARWIN FREY

# KNOX REEVES ADV.

600 First National Bank Bldg., Bridgeport 7701

Betty Crocker Soups } RUSS NEFF  
Gamble-Robinson } COY BENDER  
General Mills (Wheaties, Flour) } PERRY  
Art Instructions } CHUCK ANDERSON  
Grain Belt Beer } BURTON BROWN

# ADDISON LEWIS & ASSOC.

1807 Lyndale Ave. S., Kenwood 6282

Minneapolis-Honeywell } ADDISON LEWIS  
J. F. Anderson } NEIL UTA  
PRESTON COVEY

# MANSON-GOLD-MILLER, INC.

1004 Marquette Ave. (2), Geneva 9619

Gilt-Edge Paint } ROBERT P. MILLER  
Chartex Sales (Mouthwash) }  
Goodrich-Gamble }

# JAFFE-NAUGHTON-RICH

1104 Currie Ave., Main 5465

Sealey Mattress } SID RICH

# MARTIN-WILLIAMS, INC.

1212 Roonoke Bldg. (2), Lincoln 0653

Creamettes } ROYCE C. MARTIN  
Larabee Mills } LAWRENCE D. WILLIAMS  
Rose-Kist Popcorn }

# NELSON-WILLIS, INC.

Syndicate Bldg., Lincoln 4753

Archer-Daniels Midland } CLYDE LAKE  
National Tea }

# NICOLIN-GOUSHIA ADV.

130 South Tenth, Fillmore 6831

King Midas Feed } BOB NICOLIN

# RUTHRAUFF & RYAN

2650 University Ave., Midway 7711

Minn. Consolidated Canneries }  
Janney Sample Hill } JIM RAHAR  
American Pressure Cooker } LOREN SORENSON  
Blue Cross }  
Erickson Oil }  
Rock Spring Soda }

# OLMSTED & FOLEY ADV.

1200 Second Ave. S. (4), Atlantic 8166

Russell-Miller Milling } BOB PYLE  
Minnesota Macaroni } WARREN T. WAY  
Holsum Bread } BRAD MORISON  
Owatonna Canning }  
Ft. Dodge Labs. }

# VANCE PIDGEON & ASSOC.

Builders Exchange (2), Bridgeport 6801

Gluek Brewing } VANCE PIDGEON  
W. J. WHITBECK

## KANSAS CITY, MO.

# ALLMAYER & FOX-RESKIN

707 E. Linwood Blvd., Jefferson 1400

Crawfords Maternity Wear } BENN ALLMAYER  
JERRY RESKIN

# ARCLEE ADVERTISING

215 Pershing Rd., W. (8), Victor 6450

United Farm Agency } K. W. CHRISTOFER

# BEAUMONT & HOHMAN, INC.

921 Walnut St. (6), Victor 3063

Postal Life and Casualty }  
Bliss Syrup } HARVEY PEARMAN  
Hogue Merc. }  
Crown Coach }  
Stamper Feeds }

# BRUCE B. BREWER & CO.

900 Walnut St., Harrison 4890

Faultless Starch } BRUCE B. BREWER  
Western Auto Supply } JACK KIRWAN  
Boyer Chemical } MARY KLEIN  
James Dishwasher } CARY QUARUM  
Spencer Chemical }  
Miracle Green }  
Skelly Oil }

# CARTER ADV.

609 Minnesota Ave. (12), Harrison 1356

Marshall Auto } CHARLES CARTER  
Seidlitz Paint } W. G. ROWE  
Missouri Co-op }  
May Potato Chips }

# COMER & POLLARD ADV.

15 West 10th St. (6), Harrison 3964

International Shoe }  
Geo. H. Weyer-Surly } C. ALEC POLLARD  
Pickwick Coffee }  
Bareco }  
Mission Dry }  
Burlington Work Clothes }  
Universal TV School }

# JEROME G. GALVIN ADV.

329 Dierks Bldg., Victor 1746

Webb Hatchery } JEROME G. GALVIN

# CARL LAWSON ADV.

4722 Broadway, Jefferson 5155

Jenkins Music } JOHN R. LAWSON  
Mid-Way Coal } WAYNE H. ROSS  
Dempster Pump }

# MERRITT OWENS ADV.

New Brotherhood Bldg. (11), Drexel 7250

Nourse Oil } MERRITT OWENS  
Abilene Flour Mills } JOHN GOETZ

# PHILLIPS REICH & FARDON

1012 Baltimore (6), Harrison 7650

Braemoor } JOHN C. REICH  
Ball Clinic } RALPH PAGE  
Baulk Sales }

# R. J. POTTS, CALKINS & HOLDEN

2233 Grand Ave. (8), Grand 5775

Colonial Hatchery }  
Cook Paint } J. B. WOODBURY  
Braniff Airways } C. C. TUCKER  
Interstate Bakery } BILL BREWER  
Pioneer Chemical } GENE DENNIS  
Mid-Continent Petroleum, Elko, D-N } CHARLES JONES  
K. C. Southern }  
Pen Jel }

Gooch Feed Mills (Foods) }

# JAMES R. REESE ADV.

200 Riss Bldg., Victor 5269

Superior Feeds } GARDNER REAMES  
Mid-Continent Grain }



# Face The Facts!

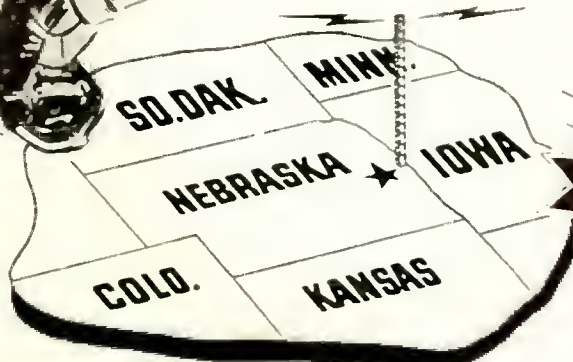
## Let's



"Let's Face the Facts" this month features Leo Olson Advertising Manager of the DeKalb Agricultural Association Inc., a long-time KFAB advertiser.

"It's advertisers like DeKalb," says Big Mike, "that reflect the effectiveness of KFAB-presented sales messages." For it's the year after year, repeat advertiser that reaps success. Likewise, every renewal means another success story . . . and KFAB has many long-term advertisers who have been regulars since the early days of the station. All types of advertisers have used KFAB . . . and more are using it all the time . . . to sell their products and services in the Big Mike area. Hybrid corn, machinery, livestock feed, clothing, insurance . . . practically everything used by midwesterners has been advertised and sold by KFAB. The success of others can be yours. KFAB doesn't guarantee success, but does help make it possible. Face the Facts . . . get the facts from Free & Peters . . . or check with Harry Burke, General Manager.

**Farm Crops Income in KFAB Area well over 575 million dollars**



THE MIDWEST-EMPIRE STATION

# KFAB

OMAHA NBC RADIO

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to station

**ROGERS AND SMITH, POTTS-TURNBULL**  
710 Pickwick Bldg. (6), Baltimore 4567

Spencer Chemical }  
Rich Maid Margarine } R. S. (DICK)  
Franklin Ice Cream } BRIGHAM  
American Beauty Macaroni } JACK SLADE  
Conkey Feed Mills }

**SELDERS, JONES, COVINGTON**  
3252 Broadway, Jefferson 5650

Thurston Chemical } DAVE  
Old American Life Ins. } SELDERS

**STANDART & O'HERN**  
501 Reliance Bldg., Victor 6078-79

Consumers } JOHN B.  
Muehlebach Beer } O'HERN

**J. WALTER THOMPSON**  
1211 Commerce Trust Bldg.

Ford Motor } LES SCHULTE

**I. B. WASSON ADV.**  
210 W. 8th St., Victor 7139

Allen Hatchery } I. B. WASSON  
W. P. COOPER }

**FRANK E. WHALEN ADV.**  
Lond Bank Bldg. (6), Victor 7200

Royal Crown }  
Payway Feeds } FRANK E.  
D. J. Lane } WHALEN

**DENVER, COLO.**

**BALL & DAVIDSON, INC.**  
670 Delaware, Main 3-1291

Bowman Biscuit } C. A.  
SALSTRAND }

**CONNER ADV.**  
431 W. Colfax Ave. (4), Keystone 5351

Colorado Peaches } CHRIS  
PITTMAN }

**GALEN E. BROYLES CO., INC.**  
713 Midland Savings Bldg., Tabor 1293

Continental Airlines } ROBERT B.  
McWILLIAMS }  
GALEN E. }  
BROYLES }

**TED LEVY ADV.**  
515 Insurance Bldg., Main 7133

Ellis Canning } TED LEVY  
BARBARA D. }  
AITON }

**PRESCOTT & PILZ**  
1765 Sherman Ave., Alpine 5-2869

Tivoli Beer } BILL  
PRESCOTT }  
GENE PILZ }

**RIPPEY-HENDERSON-KOSTA**  
First National Bank (2), Tabor 0221

Coor's Beer } REV FOX

**DES MOINES, IOWA**

**CARY-HILL ADV.**  
200 AIB Bldg., 4-0375

Thompson Seed }  
Jones Coffee } JAMES HILL  
Armand } JOE LaCAVA  
Occo Chemical } JOAN  
ANDERSON }

**FAIRALL & CO.**  
830 Liberty Bldg., 3-5255

Associated Serum Prod. }  
Sargent & Co. } JOHN  
Fox-Bilt } McLAREN  
Corn King } ROGER  
BARNETT }

**J. M. HICKERSON, INC.**  
2021 Grand Ave., 2-0221

Townsend Engineering } ROBT. H.  
MORGAN }

**HURLEY ADV.**  
214 Securities Bldg., 4-6289

Chevrolet } JACK  
HURLEY, SR. }  
JACK  
HURLEY, JR. }

**IOWA TURKEY GROWERS ASSOC.**  
906 Walnut Bldg., 8-8611

Turkeys } E. E. MASON  
MRS. }  
WHARTON }

**ROGER JOHNSON ADV.**  
211 Home Federal Bldg., 8-6539

Felco Feed } ROGER  
JOHNSON }  
BILL }  
MORGAN }

**LESSING ADV.**  
910 Walnut Bldg., 3-1149

Standard Seed }  
Berry Poultry } ED LaGRAVE,  
Lutheran Vespers } JR.

**DICK NELSON ADV.**  
314 Masonic Temple

Viking Feed } DICK NELSON

**R. J. TRUPPE ADV.**  
649 Ins. Exch. Bldg. (9)

Hospital Service } RUSS J.  
TRUPPE }

**WALLACE ADV.**  
309 Masonic Temple

Hybrid Corn Chicks } ROSE  
WALLACE }

**N. A. WINTER ADV.**  
1106 Paramount Bldg., 4-9154

Dr. Salsbury Labs } N. A. WINTER  
United Hybrid Corn } M. A. (JER-  
RY) SOUERS }  
HARVEY }  
BROWN }

**CEDAR RAPIDS, IOWA**

**ETTINGER ADV.**  
Merchants Natl. Bank Bldg., 3-8193

McCray's Chicks (Allied) } CHESTER  
ETTINGER }

**MASON CITY, IOWA**

**CHARLES J. CASEY, INC.**

Iowa Retail Hardware Association } CHAS.  
CASEY }

**WATERLOO, IOWA**

**WESTON BARNETT**  
217 W. 5th, Waterloo

TIMEBUYER - TAYLOR PHILLIPS

**LINCOLN, NEB**

**AYRES, SWANSON & ASSOC.**  
1310 Sharp Bldg., 2-6928

W. H. Bull Co. }  
Driftmier }  
Inter-State Nurseries } WILLIAM S.  
Sweet Lassy Feeds } OLIVER  
(Schreiber Mills) } W. J. AYRES  
Anchor Serum } RUSS BEHR

**OMAHA, NEB.**

**ALLEN & REYNOLDS**  
1300 W. O. W. Bldg., Atlantic 4445

Merchants Biscuit } MILTON  
Peterson Bakery } REYNOLDS  
Fairmont Bakery } DOUG WALL  
Tek Seed } ROBERT  
G. H. Lee Poultry } REYNOLDS  
Uncle Sam Breakfast Food } QUENTIN  
Walnut Grove Feed } MOORE  
MILT  
STEPHEN }

**BEAUMONT & HOHMAN, INC.**  
516 Insurance Bldg., Atlantic 0369

Overland Greyhound } JACK KIRBY

**BOZELL & JACOBS ADV.**  
510 Electric Bldg. (2), Jackson 8030

J. H. DOW }  
MORRIS E. }  
JACOBS }  
S. J. WOOD- }  
BRIDGE }  
CLETE HANEY }  
RANDALL }  
PACKARD }  
JOE KELLY }  
JERRY }  
FREEMAN }  
J. K. }  
BILLINGS }  
DICK JOHNS }

**BUCHANAN-THOMAS ADV.**  
412 S. 19th St. (2), Atlantic 2125

Metz Beer }  
Paxton & Gallagher Coffee } ADAM  
Perfex (Tidy House) } REINEMUND  
Dwarries } CHARLES  
Vitamin Stores } HARDING H  
Reliance Battery } GENE E.  
CUDDIBACK }

**THE CAPLES CO.**  
1504 Dodge St. (2), Jackson 7795

Union Pacific RR } JAMES D.  
Mission Pop } FARRIS

**ANDERSON & BALL**  
1904 Franum St. (2), Jackson 6400

Interstate Hatcheries } HAROLD  
Omaha Livestock } RALL  
IDA MAE  
BURKE }

**JOE H. LANGHAMMER**  
Omaha Natl. Bank Bldg. (2), Jackson 6190

Crown Products } J. H. LANG-  
HAMMER }

**UNIVERSAL ADV.**  
203 W. O. W. Bldg., Jackson 8448

Cooper } JAMES  
Frito } LIPSEY  
(Concluded next issue)





**YOU *win* THE WHOLE  
30-COUNTY**

**PORTLAND, OREGON MARKET**

*with*

**KOIN-TV**

*Oregon's only  
maximum power station*



You're betting on the champ when you buy KOIN-TV. No other station or combination of stations in the Pacific Northwest duplicates KOIN-TV's tremendous sales coverage . . . sales impact!

**Check This Solid Sales Punch:**

**BIGGEST COVERAGE**

KOIN-TV alone delivers the full 30-county Portland, Oregon market . . . over 340,000 TV sets . . . 1,677,900 people with a per capita sales twice the national average.

**HIGHEST RATINGS**

KOIN-TV alone leads morning, afternoon, evening in the current ARB . . . 49% more audience during the week . . . 12 of the top 15 weekly shows . . . 8 of the top 10 multiweekly.

*For Biggest Sales Results . . .*

*Pick the Champ!*

**PICK  
KOIN-TV**

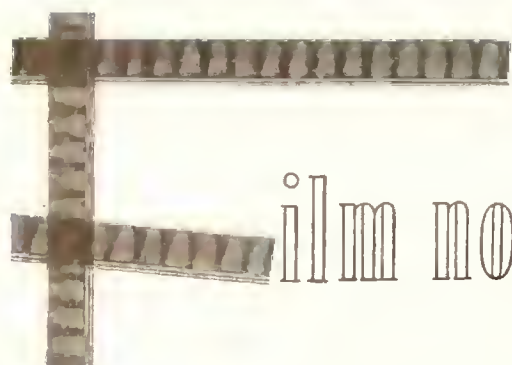


**THE BIG MR. SIX  
IN THE WEST**

**CHANNEL 6  
KOIN-TV**

**PORTLAND, OREGON**

*Represented Nationally by CBS Television Spot Sales.*



# film notes and trends

**From net to spot:** Advertisers are putting increasing budgets into film series that were previously shown on network. One of the largest buys of this nature is recent purchase of *The Hunter*, which Tafon Distributors of Cal. (through Frank Miller Advertising) bought from Official Films.

Official acquired the film series a

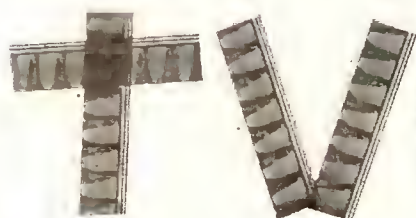
few weeks earlier from R. J. Reynolds, for whom *The Hunter* was produced by Wm. Esty Co. Through fall and early winter 1954-55, the series was on NBC TV Sundays 10:30-11:00 p.m. advertising Winstons.

Tafon plans to use *The Hunter* in some 250 markets to advertise its reducing drugs. The estimated time and

talent costs will be around \$1 million. Official's newest property up for syndicated reruns is *Willy*, a situation comedy starring June Havoc, which was telecast over CBS TV Saturdays 10:30-11:00 p.m. throughout the fall 1954-spring 1955 season.

**Western films go South:** Film syndicators are finding Latin American markets good outlets for Western feature films. In a recent package, MCA-TV sold the Caribbean Network 45 films including 36 starring Roy Rogers, nine starring Autry. These films are scheduled to go on the air in October over Channel 6 in Havana, Cuba, and over WAPA-TV in Puerto Rico for a two and a half year period.

(Please turn to page 52)



## film shows recently made available for syndication

New or first-tv-run programs released, or shown in pilot form, since 1 Jan., 1955

Show name	Syndicator	Producer	Length	No. in series
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### ADVENTURE

Adventures of Robin Hood	Official	Sapphire Films	30 min	In production
Adventures of Scarlet Pimpernel	Official	Towers of London	30 min	In production
Captain Gallant	TPA	Frantel	30 min	39
I Spy	Guild	Guild	30 min.	In production
Jungle Jim	Screen Gems	Screen Gems	30 min	1 (pilot)
New Adventures of China Smith	NTA	Bernard Tabakin	30 min.	26
Passport to Danger	ABC Film Synd.	Hal Roach, Jr.	30 min.	39
Rin Tin Tin*	Screen Gems	Screen Gems	30 min	39
Sheena, Queen of the Jungle	ABC Film Synd.	Sharpe-Nassour	30 min.	26
Soldiers of Fortune**	MCA-TV	Revua	30 min	In production
Tropic Hazard	Sterling	Sterling	15 min.	In production

\*Available in markets not currently bought by Nabisco.

\*\*Sponsored by 7-Up in 120 markets, but many are open on alternate-week basis.

### COMEDY

The Goldbergs	Guild	Guild	30 min.	In production
Great Glidersleeve	NBC Film Div.	NBC TV	30 min	1 (pilot)
Little Rascals ("Our Gang")	Interstate	Roach	10 min.	22-1 reel
Looney Tunes	Guild	Warner's	20 min.	70-2 reel
			15 min. to one hour	Library

### DOCUMENTARY

Key to the City	Hollywood Tv Prod.	Hollywood Tv Prod.	15 min.	7
Living Past	Film Classics	Film Classics	15 min.	7
Mr. President	Stuart Reynolds	Stuart Reynolds	30 min.	3
Science in Action	TPA	Calif. Academy of Sciences	30 min.	52
Uncommon Valor	General Teleradio	General Teleradio	30 min.	26

### DRAMA, GENERAL

Dr. Hudson's Secret Journal	MCA TV	Morgan & Solow	30 min.	In production
Celebrity Playhouse*	Screen Gems	Screen Gems	30 min.	None
Confidential File	Guild	Guild	30 min.	In production
Brother Mark	Guild	Guild	30 min.	In production
His Honor	NBC Film Div.	Galahad	30 min.	In production
Homer Bell	Ziv	Ziv	30 min.	In production
Science Fiction Theatre	Ziv	Ziv	30 min.	In production
Tugboat Annie	TPA	Edward H. Small	30 min.	In production
Wrong Number	John Christian	John Christian	30 min.	1 (pilot)

\*Very similar to Screen Gems' "Ford Theatre." Pilot unnecessary.

Show name	Syndicator	Producer	Length	No. in series
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### DRAMA, MYSTERY

New Orleans Police Dept.	Minot TV	Minot TV	30 min.	26
Paris Precinct	MPTV	Etolle	30 min.	39
Police Call	NTA	Procter	30 min.	26
Sherlock Holmes	MPTV	Sheldon Reynolds	30 min.	39

### MUSIC

Bandstand Revue	KTLA	KTLA	30 min	6
Bobby Breen Show	Bell	Bell	15 min.	1 (pilot)
Stars of the Grand Ole Opry	Flamingo	Flamingo	30 min.	39
Ina Ray Hutton	Guild	Guild	30 min.	1 (pilot)
Story Behind Your Music	-----	Randall-Song Ad	30 min	1 (pilot)
This Is Your Music	Official	Jack Denove	30 min.	26

### RELIGION

Hand to Heaven	NTA	NTA	30 min.	13
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### SPORTS

Jimmy Demaret Show	Award	Award	15 min.	In production
Mad Whirl	NTA	Leo Seltzer	30 min.	52
Touchdown*	MCA TV	Tel-Ra	30 min.	Approx. 13

\*Available with start of fall football season. New film each week. No reruns.

### VARIETY

Eddie Cantor Comedy Theatre*	Ziv	Ziv	30 min.	In production
------------------------------	-----	-----	---------	---------------

\*Show is sponsored by Ballantine in 26 markets, is aired in total of 201 markets.

### WESTERNS

Gene Autry—Roy Rogers	MCA-TV	Rapublic	1 hour	123
Buffalo Bill, Jr.	CBS TV	Flying "A"	30 min.	In production
Steve Donovan, Western Marshal	NBC Film Div.	Vibar	30 min.	39

### WOMEN'S

Amy Vanderbilt	NTA	United Feature Synd.	5 min.	1 (pilot)
Hollywood Preview	Flamingo	Balsan Productions	30 min.	In production
It's Fun To Reduce	Guild	Guild	15 min.	156
Life Can Be Beautiful	ABC TV Films	Trans-American	15 min.	5 (pilots)





## REMINDE YOU OF A TELEVISION MARKET?

In any major market there is usually one leading television service with a long-established viewing audience, a station with an individual approach to programming and personality all its own.

Such a television operation is WOI-TV, serving Des Moines plus 50 additional rich Central Iowa counties. WOI-TV successfully combines coverage and viewership as it continues to dominate the Central Iowa area.



MAXIMUM POWER

## WOI-TV

AMES-DES MOINES 

IOWA STATE COLLEGE

ABC FOR CENTRAL IOWA

REPRESENTED BY WEED TELEVISION



When you say TV

in Hartford  
County

everyone knows  
you mean

WKNB-TV  
channel 30

210,400 watts m. r. p.

LOCAL  
RECOGNITION

★ Civic movements... charity drives public appeals: They turn first to WKNB-TV for support, and get it.

★ More than 40 women's clubs on the air every month—82,000 visitors to our new studios in first 10 months.

★ The most live shows... local news, local programs... local civic service... special studio-produced spectaculars.

★ Channel 30 is the TV vehicle for Hartford County and the New Britain-Hartford market.

CONCENTRATED  
COVERAGE

More than 300,000 WKNB-TV families. (UHF conversion 81%. ARB Feb. '55)

HIGH RATINGS

Ability to capture audience with network or local programs.

42.4 CBS Jackie Gleason Show  
18.7 WKNB-TV Early Show  
(ARB-Feb. '55)



WKNB-TV  
1422 New Britain Avenue  
WEST HARTFORD  
Connecticut

Represented by The Bolling Co., Inc.

## FILM NOTES

(Continued from page 50)

**Situation comedies:** While 1955 has been a tough year on network situation comedies, this type of programming has been making sales on a spot basis. Among recent regional sales is NBC Film Division's *Great Guildersleeve* which will be sponsored by Lucky Lager Brewing Co. (through McCann-Erickson) in nine Western states, Alaska and Hawaii and by Hekman Biscuit Co. (through George H. Hartman agency, Chicago) in 10 Michigan and Northern Ohio markets.

**Film sales in Europe:** Growth of tv set ownership in France and in Germany, particularly, is spurring sales of American film series to European tv stations, according to Ed Stern, head of Ziv's international division. Ziv's most recent sales to European stations include a French-dubbed version of *Mr. District Attorney* to the seven-station network of Radio Diffusion Francaise and to Tele-Monaco. Ziv has also sold German-dubbed *Favorite Story* to Tele-Saar. Germany seems to be the most tv-minded country on the continent, with an expectancy of 15 million tv sets within the year.

**New puppet films:** Delira Corp., Los Angeles, is producing a three-minute pilot film for showing to regional licensees of the Wild Bill Hickok Merchandising Division. Stars of this film will be puppets resembling Guy Madison as Wild Bill Hickok and Andy Devine as Jingles. The taped voice-over will be that of the two stars.

The purpose of the film is to make it possible for licensees in the clothing, food and toy fields to use these puppets in their local tv announcements campaigns. "By offering the puppets to our licensees," says Ira Dowd, president of the Delira Corp., "We're providing them with unusual and effective tv ammunition with which to reach their consumer trade. At the same time, with this method of presentation, it is possible to hold all costs to a minimum." (Syndicator: Flamingo.)

Puppets and sets will be made available to licensees for about \$500.

**Utilities buy film series:** The trend towards stepped-up cooperative public relations advertising characterized by the Electric Companies Diamond Jubilee over the four tv networks last fall, is now carrying over into spot program sponsorship. Utility companies from

varying parts of the U.S. are buying a new MCA-TV film series, *Doctor Hudson's Secret Journal* for this fall. The lineup of sponsors starting September includes these companies: Toledo Electric Co. in Toledo Ohio; the Union Electric Co. in St. Louis, Mo.; the Carolina Power and Light Co. in Ashville, Wilmington and Raleigh, N. C., and Florence, S. C.

The series consists of 39 half-hour films starring John Howard in a role based upon Lloyd C. Douglas' novel, *Doctor Hudson's Secret Journal*, which he wrote as a sequel to *Magnificent Obsession*.

**Viewing trends:** Buying a film series is far from a hit-or-miss proposition for the advertiser today. Now, better than ever before, he can pinpoint the segment of the viewing audience he wants to reach by making a careful study of audience composition information available. SPONSOR's Film Basics for example, gives audience breakdowns for 75 syndicated programs based upon the April "U. S. Pulse Tv" report made in 22 major cities.

The report shows that adventure pro-

★ ★ ★ ★ ★ ★ ★ ★  
"Television has the defects of its virtues. A nation whose living rooms are piped together, so to speak, via television, is a nation of greater cohesiveness than otherwise. But the unwanted twin of cohesiveness is conformity. Is it up to the television industry alone to determine how we can have the strength of cohesiveness without the sticky glue of conformity?—or has not society some answers to work out here strictly on its own account?"

FRANK STANTON  
President  
CBS

★ ★ ★ ★ ★ ★ ★ ★  
grams draw a surprisingly high percentage of women, anywhere from 30 to 50% of the viewers to the show. Such programs as *Mr. District Attorney*, *Passport to Danger* have a mixed adult audience that leans only somewhat more toward men. Even such a kid-appeal high adventure show as *Ramar of the Jungle* has 40% or more adults, fairly evenly split between men and women. And *Superman's* audience is over 30% adult.

Trends in film viewing preferences and an analysis of film program buying practices are included in SPONSOR's Fall Facts Basics issue, 11 July 1955. The complete Film Basics section will be available in reprint form at 25c per copy; quantity prices on request. (Write to Sponsor Services, Inc., 40 E. 49th St., New York 17, N. Y.) ★ ★ ★





## Even a line won't "blow"... on film!

Another good reason why more and more advertisers are switching to film! Then action is rehearsed. Should an actor "blow" a line—or have an accident like this—the scene can be re-shot. No red faces! No product kidded! Besides, it's easy, economical, to produce and co-ordinate showings when you **USE EASTMAN FILM.**

For complete information write to:  
Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

East Coast Division  
342 Madison Avenue  
New York 17, N. Y.

Midwest Division  
137 North Wabash Avenue  
Chicago 2, Illinois

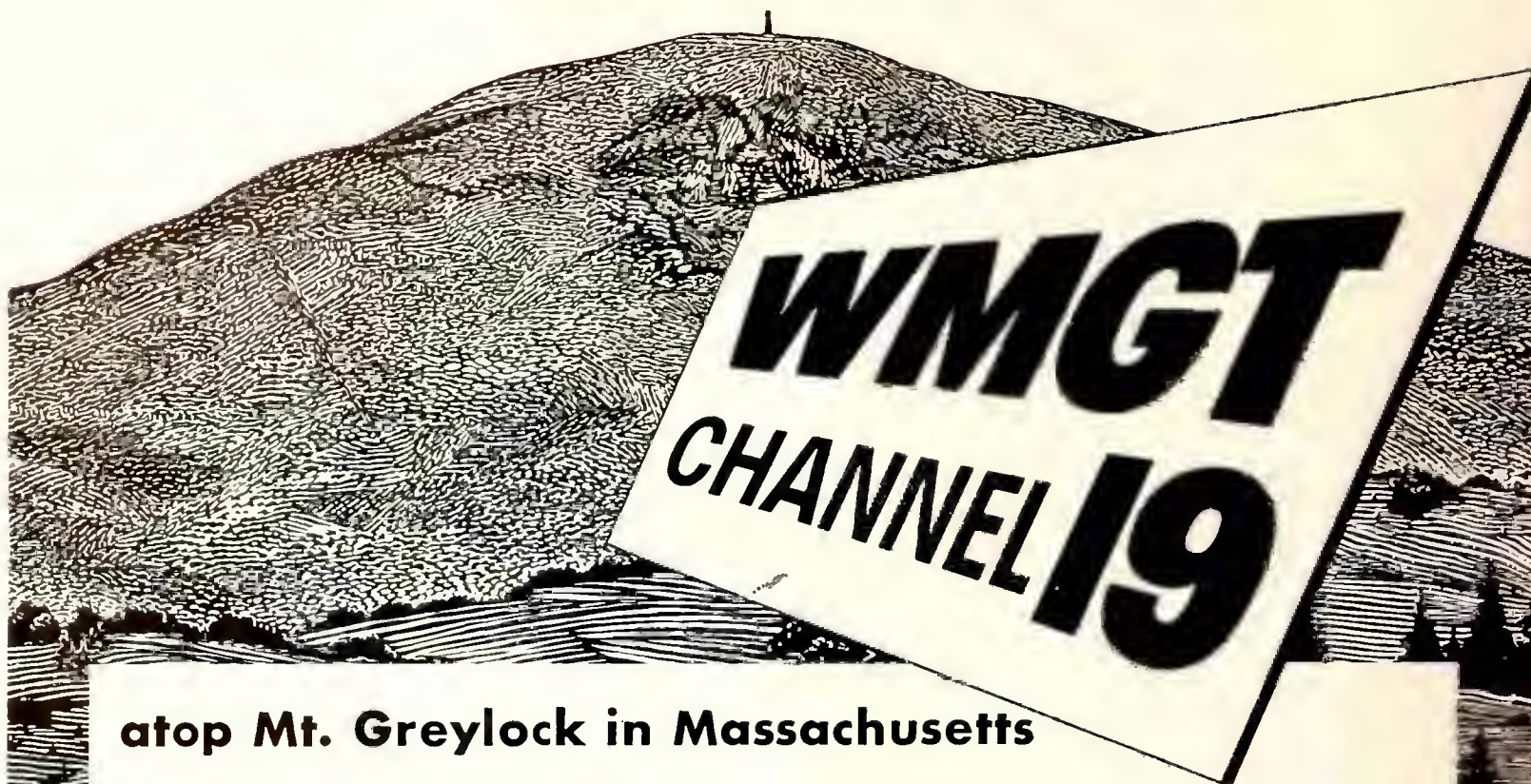
West Coast Division  
6706 Santa Monica Blvd.  
Hollywood 38, California

or **W. J. GERMAN, INC.**  
Agents for the sale and distribution of Eastman  
Professional Motion Picture Films  
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to film your show **IN COLOR.** You'll be needing it... soon.



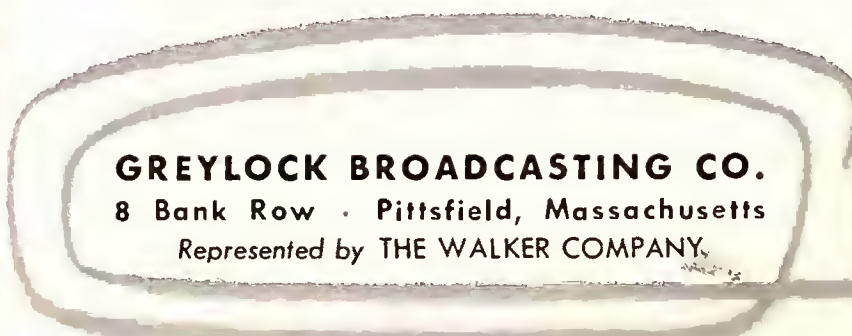
# There's always one that **TOPS** the rest!



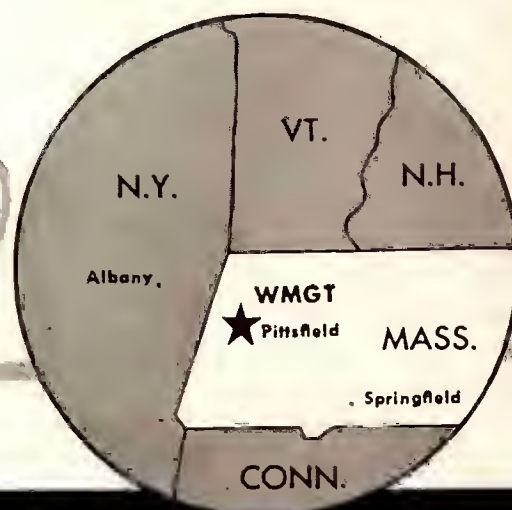
## atop Mt. Greylock in Massachusetts

- ★ extremely high transmitting site (3700 feet above sea level) means **tops** in area coverage.
- ★ effectively covers 3 MAJOR MARKETS in 5 STATES.
- ★ serves 507,000 TV families in more than 100 communities
- ★ reaches industrial, urban and rural areas
- ★ offers MAXIMUM TV coverage at a low cost per TV home

WMGT - Channel 19, the only TV station which blankets the populous and prosperous area of Albany and the Hudson Valley, the Berkshire Hills and Springfield and the Connecticut Valley --- 13 counties in eastern New York, northwestern Connecticut, western Massachusetts, southern Vermont and southwestern New Hampshire. *Write today for full details.*



AFFILIATED WITH ABC—DuMONT TV NETWORKS





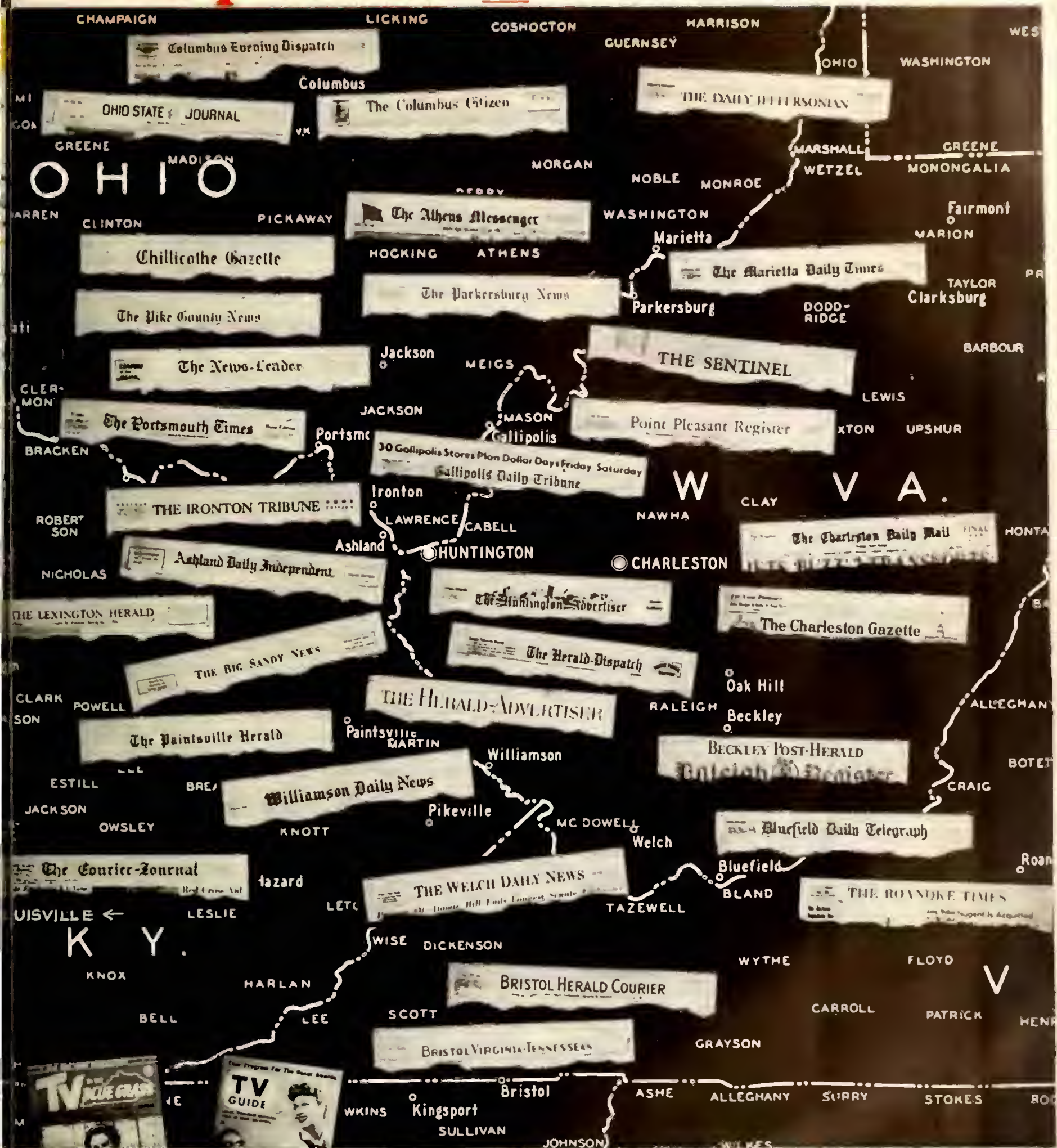








# this proves it!



Here is a conclusive combination of two significant things: (1) a map showing our important and prosperous Industrial Heart of America — five states with a built-in buying power that totals close to four billion dollars — and (2) the mastheads of over 30 daily newspapers which always carry WSAZ-TV's program logs. They do this because their readers *want* to know what WSAZ-TV is bringing them every day throughout this whole 125-mile sweep. You can't beat the barometer of public demand!

Nor can you beat the selling influence of WSAZ-TV in about half a million TV homes. Words are fine — but solid proof is better. The nearest Katz office has lots of the latter.

Huntington-  
Charleston,  
West Virginia  
CHANNEL 3  
Maximum Power  
NBC BASIC NETWORK  
affiliated  
ABC & Du Mont



TELEVISION

also affiliated  
with Radio  
Station WSAZ.  
Huntington &  
WGK, Charleston  
Lawrence H. Rogers,  
Vice President and  
General Manager,  
WSAZ, Inc.  
represented  
nationally  
by The Katz  
Agency





### THE TOURIST

Hasn't missed a cherry blossom festival since the NRA: world's greatest authority on the late-blooming anything. Collects match covers.

And in the Washington area, which plays host to four and a half-million tourists annually, one station is a better advertising buy than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station. You don't need a guide book to point out that WTOP Radio is Washington's top station.

## WTOP RADIO

Represented by CBS Radio Spot Sales

## New developments on SPONSOR stories



**See:** Summer Selling Section: 1955

**Issue:** 7 March 1955, page 43

**Subject:** Drug firm keeps "Lucy" on tv all summer

To Lehn & Fink, advertising its drug and cosmetic products on the air is an all-year-round proposition. Summer, far from a let-up, signals an added push behind certain items; this year the hot-weather push is coming from one of tv's top network shows, *I Love Lucy*.

The L&F-sponsored Lucy, called *The Sunday Lucy Show*, (CBS TV Sunday, 6:00-6:30 p.m.) consists of reruns of films scheduled to run through the summer. The program carries commercials for Dorothy Gray Hot Weather Cologne and Etique Spray-On Deodorant, also Hinds Honey and Almond Cream and Lysol.

The drug and cosmetic firm, via McCann-Erickson, recently ran a merchandising contest for station promotion managers to plug both the show and sponsor. The agency supplied the basic material, window streamers, counter cards and the like, and the station men did their own promotion on a local level.

It was a woman though who won first prize in the contest, Station Promotion Manager (Miss) Grace McElveen of WAFB-TV, Baton Rouge. She won a total of \$600 for her promotions of the show and product which included a tie-in with a local theatre to rerun the Lucy and Desi motion picture. "Long, Long Trailer." The station supplied 35 mm film strips to the movie house plugging *The Sunday Lucy Show* and plugged the movie with tv announcements. In addition, WAFB-TV used a total of 368 announcements on the station to plug the Sunday night reruns.

Second prize totaling \$300 was won by Station Promotion Manager W. D. Evans, Jr. of KGUL-TV, Galveston. WMT-TV's Robert R. Kenney won the \$50 third prize in Cedar Rapids.

Contest judges were: Ferd Ziegler, director sales promotion, McCann-Erickson; James P. Gagin, advertising manager of the drug edition of "Chain Store Age"; Charles Sinclair, senior editor, SPONSOR.

Further merchandising use is made of the show by having pictures of Desi and Lucy on many of the Lehn & Fink product boxes.

William Hausberg, advertising and promotion director for Lehn & Fink finds dealer acceptance of the new vehicle high, noting, "We see a definite reaction in the trade—a definite enthusiasm among both wholesalers and retailers who are impressed by the fact that our products are being advertised on this important network show."

By no means new-comers to the air media, L&F started in radio in 1926, and in television in 1947. They had the summer replacement for *Your Show of Shows* in 1952 (*Saturday Night Revue* with Doodles Weaver), but switched to spot tv for the last several years.



**See:** Robert Hall continues strong air promotion

**Issue:** 23 October 1950, page 18

**Subject:** Clothing store's heavy use of spot radio and tv

Robert Hall Clothes, through the Frank B. Sawdon Agency, New York, is preparing to begin a spot radio and tv campaign in 125 markets with a time expenditure of well over a million dollars. Breaking late in August, the total of 125 cities is expected to be reached by September, in time to tie in with the opening of the clothing chain's 200th store this fall.

According to Jerry Bess, vice president in charge of television and radio of the Frank B. Sawdon Agency, Robert Hall is the nation's largest user of spot saturation radio and tv. The air budget for 1955 is estimated to be up 15% over 1954. ★★



## TRAILERS

SPONSOR: Clark's Mobile Homes

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Mr. & Mrs. Clark, owners of a trailer lot, came to Orlando total strangers. They used only minute announcements, day and night, on WDBO for 10 months, advertising new and used trailers. They became one of the best known outlets for trailers, sold 100 at an average cost of \$2,500 a unit. Their radio advertising cost them \$825.*

WDBO, Orlando, Fla.

PROGRAM: Announcements

A logo for "Radio results" featuring the word "Radio" in a bold, sans-serif font inside a black circle with a white outline. To the right of the circle, the word "results" is written in a lowercase, sans-serif font. The entire logo is set against a white background.

## RESTAURANTS

SPONSOR: Ranch House  
Drive-In Restaurants

AGENCY: Zimmer-McClaskey,  
Louisville

**CAPSULE CASE HISTORY:** *Ranch House No. 1, a drive-in restaurant, sponsored WKLO personality Beecher Frank's 9:15-12:00 midnight program, Showcase. Within 14 months business had increased so substantially the client opened three additional drive-in restaurants. The agency credits the Monday through Saturday radio show with being the "backbone" of the entire expansion program.*

WKLO, Louisville

PROGRAM: Showcase

## MAGAZINES

SPONSOR: Curtis Circulation Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Curtis bought three five-minute participations a week on WBBM's The Country Hour (5:30-6:00 a.m., Monday through Saturday) for a subscription campaign to Country Gentleman & Better Farming. One campaign, run from 21 July to 11 November brought in 1,167 subscriptions from 32 states. The second campaign, run from 15 November through 17 March, brought in 2,288 subscriptions from 39 states. Each participation cost \$80.*

WBBM, Chicago

PROGRAM: The Country Hour

## TOMATO PLANTS

SPONSOR: Sam Lee Green Grocers

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Sam Lee, a Chinese Green Grocer, had 3,600 tomato plants which were taking up too much floor space in his store. He used two flash (15-second) announcements on CHH B between 9:00 and 10:30 a.m. one morning. All the plants were sold that day. The announcements cost him \$2 each; his tomato plants brought in \$75.*

CHH B, Nahaiaho, B.C.

PROGRAM: Announcements

## BEAUTY PARLOR

SPONSOR: Beauty Garden

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Three years ago this beauty parlor asked WTAO's advice on merchandising. The suggestions were: stay open nights—give the working girl a special pitch; use day-long remote broadcasts by all station d.j.'s to celebrate the opening of new stores; use saturation announcements. The campaign was so successful a second store was opened and a third one is due to open soon. The average kick-off costs \$500; weekly announcements cost \$160.*

WTAO, Boston

PROGRAM: Announcements

## TV SETS

SPONSOR: Camden's Muntz Tv

AGENCY: Direct

**CAPSULE CASE HISTORY:** *Shorty Camden, a Muntz Tv dealer, had used print, direct mail, direct and phone canvassing with little results. Then he tried sponsoring WARL's 15-minute hillbilly show, Town & Country Time, heard daily between 1:45 and 2:00 p.m. The first broadcast, during which the 21" tv set was advertised, pulled 27 leads, all of which were sold. Camden now buys 15- and five-minute shows and spends \$360 a week.*

WARL, Arlington, Va.

PROGRAM: Town & Country Time

## GASOLINE

SPONSOR: Fleet-Wing Products

AGENCY: Griswold-  
Eshleman, Cleveland

**CAPSULE CASE HISTORY:** *For several years Fleet-Wing has sponsored a 15-minute segment of WGAR's early-morning music program. In the spring they ran a special on rubber floor mats to increase store traffic. The mats were offered for \$.48 and 10 coupons. Coupons were given with each \$1 purchase. The mats were featured in three one-minute announcements a week for 13 weeks. Over \$100,000 worth of oil products were sold. Prorated cost of the campaign: \$900.*

WGAR, Cleveland

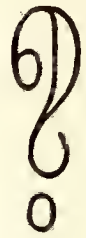
PROGRAM: Morning Program



# SPONSOR Asks...

a forum on questions of current interest  
to air advertisers and their agencies

## Has radio gone far enough in up-dating its programing and selling methods



### FIVE YEARS BEHIND

By Kevin B. Sweeney  
President  
Radio Advertising Bureau, N. Y.



Sadly, both in programing and in selling methods radio is now where it should have been in 1950—in short, we're five years behind the parade.

However, based on the progress that is now being made, there is a good chance of catching up to other media in these fields by 1958.

In selling, dozens of stations have learned recently what hundreds still must learn: We have been calling on the wrong people, too often making only a primitive presentation of what we have to sell. We have been drawing the wrong kind of research, and too often pricing our product on a basis that blithely ignores the fundamental laws of supply and demand.

In hundreds of stations, sales management—in the sense that sales management is understood in other industries who live or die on how they sell—is non-existent.

All this is being corrected. In fact, in many stations it has been corrected already. The next three years will see a rapid spread of their ideas to those who haven't learned the lesson yet.

Programing is a different can of worms.

We are handicapped by our strength—two-thirds of the adults in tv areas listen in an average day for an almost unbelievable 172 minutes apiece. This is big enough that the right kind of selling should enable us to collect at least 50% more by 1958 from adver-

tisers than we are now collecting.

This is where our strength is dangerous—the danger lies in the feeling that our present programing formulae and sales increases that we will surely make, constitute real progress.

Actually, we are not progressing much in programing—we haven't found out much new about how to increase total sets-in-use sharply through new programing formats.

I feel we will—with great suddenness—come up with new approaches in the next two years that will greatly increase radio's programing scope and the desire to listen among millions who are not now listening. But this will happen only when management puts the kind of money into this type of "exploration" that it deserves.

### ALWAYS ROOM FOR MORE

By Wells H. Barnett  
Assistant to President  
John Blair & Company, N. Y.



The obvious answer to this question is no, since any human activity is subject to improvement. This does not mean that there has not been im-

provement in certain areas of programing and sales. It does mean that there is always room for more improvement.

The history of radio since television became a competitive force subsequent to 1948 demonstrates that radio is still a dynamic communications medium fulfilling a definite need for the public. This will be true so long as stations continue to deliver the kind of meaningful, localized service which is radio's unique province.

The realities of today's broadcasting

have forced improvement in local programing in many instances. As the networks have occupied less and less of their affiliates' time, it has become incumbent on the stations to program and try to hold audiences by their own efforts. As television has gradually assumed the function of "big show" entertainment, it has become apparent to many progressive station operators that local community service of a kind which radio can offer better than any other communication medium can hold substantial audiences. To this extent there has been improvement from the programing standpoint.

We still need to improve our sales activity. Too many advertisers and too many agency people still have misconceptions about the scope and power of radio. Too many supposedly professional advertising people still think of radio as network radio. Too many still think that afternoon audiences are principally composed of so-called "teen-agers." Too many have written off radio, in spite of the fact that there may be four or more active radios in their own households.

The simple fact is that there is more radio listening today than there was in 1944. This fact must be brought home to those who control advertising budgets.

Fortunately for the industry, during the last year a massive attempt to bring these facts to the advertiser has been growing and accumulating weight. Through the Station Representatives' Association, the Radio Advertising Bureau, and the individual efforts of the major station representatives, an effort to sell radio positively at the decision-making level has been growing. This may account for the fact that the spot radio business is moving into substantially increased activity this summer which may well continue through the balance of 1955.



### THREE RADIO REMEDIES

By William B. Templeton  
Vice President,  
Radio and Television  
Bryan Houston, N. Y.



It seems fairly obvious from radio's present over-all status that it has not scratched the surface in updating its programming and selling methods in face of television competition. Television, with its dual senses of sight and sound, is the more potent medium, but there is still a place—and a need—for radio. Its prime advantage is its mobility and, in this regard, programs such as *Monitor* are a step in the right direction.

Tv cannot be ignored—closing your eyes won't make it go away. How then to compete? It's time for a pause—not to moan our ills, but to submit to rigid diagnosis and then heed the prescription. A few remedies are already accessible:

1. Study present radio network broadcast periods with a thought to limiting hours of broadcast to times of day and night when tv offers least competition. Money thus saved can be applied to more effective programming.

2. Greatest percentage of radio listening is on an "in and out" basis—driving in a car, kitchen schedules and general room hopping. Radio programming around these periods should develop formats of brevity which do not require constant listening for continuity.

3. Radio must develop its own "exclusivity." It might well take a cue from tv and utilize spectaculars. If a program is all-appealing, people will listen regardless of competition, to wit, *Disneyland* on television and championship prize fights, heard exclusively on radio.

#### What do you think?

SPONSOR will be glad to receive other opinions on this subject and will print the most interesting views. Address letters to: Editor, SPONSOR, 40 E. 49th St., New York 17, N. Y.

# KLZ Radio

Denver's Personality Station

✓ OUTRATES  
✓ OUTPERFORMS  
✓ OUTSELLS...

...all other Denver  
Radio Stations

### HERE ARE *TWO* OF THE *MANY* REASONS



Let Pat Gay, KLZ sales-gal extraordinary, do your selling job to the housewives of Denver and the Rocky Mountain Region!

Listener discussions get mighty exciting and controversial on this telephone audience-participation program. Listeners hear both sides of the conversation. It's FIRST place in Denver!

Denver women listen to Pat Gay—take part in her program—believe in her—buy the products and services she sells. They volunteer endorsements of the sponsor's products over the air—on obvious "extra" commercial.

Pat Gay is the "selling-est" gal in Denver. Her show, "For Women Only," (Monday through Friday, 12 noon), is a daytime "must" for your schedule!

Starr Yelland, Denver's "Mr. Radio" himself, sells the entire family with another telephone audience-participation show!

"Starr Yelland Party Line" is controversy-fun-excitement—PLUS the salesmanship Starr Yelland has built up over the years in Denver radio. Listeners hear both sides of the conversations and give their own product endorsements more often than not.

Here's successful, bang-up night-time radio that rates and—SELLS! Ask Tidy House, Butternut Coffee—a host of others. "Starr Yelland Party Line" is sold in fifteen minute segments—Monday through Friday nights.

We suggest you contact your Katz man or KLZ Radio today for the first available open segment of Denver's best night-time radio buy!



Buy KLZ Rotings—KLZ Radio is FIRST in total rotings—sign-on to sign-off... AND... radio listening is higher in Denver today than it was before television!

- Buy KLZ Radio performance!
- Buy KLZ Radio's sales-producing, result getting personalities!
- Do the Denver Selling job with KLZ Radio!

\*Denver Pulse, January, 1955

CBS FOR THE ROCKY MOUNTAIN AREA

## KLZ

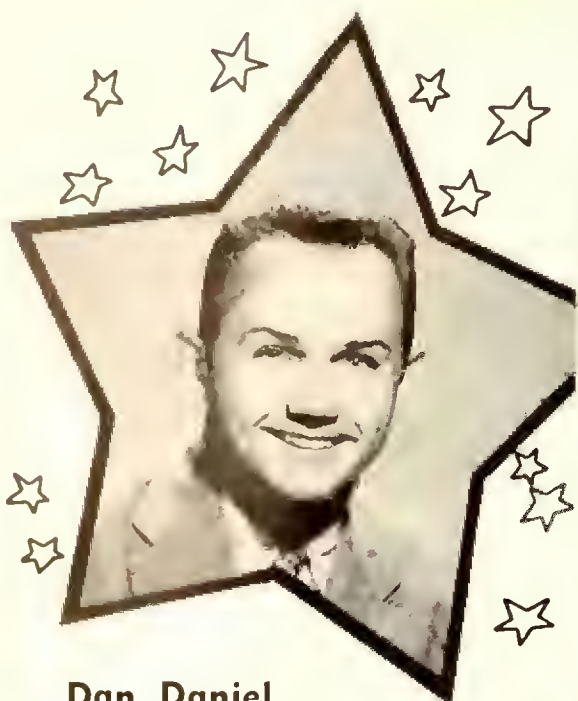
RADIO  
560 k.c.  
DENVER

**Call your  
Katz man or  
KLZ Radio Sales  
today**

Affiliated with KLZ-TV Channel 7

REPRESENTED BY THE KATZ AGENCY





**Dan Daniel**  
Star of  
"Star Studio"

11 to Noon, Monday-Friday

**Stars Sell on**  
**Alabama's**  
**greatest TV station**

**WABT**  
Birmingham

Mid-day movies attract a large audience of people who have finished the morning chores. Dan Daniel, host for the show, has a casual, friendly manner that keeps viewers looking and listening. Consistently high quality films and well-known movie stars shown on "Star Studio" assure audiences that tune in every weekday.

**You can SELL**  
**Your Products**  
**to Alabama folks**

**If you TELL**  
**them on programs**  
**they enjoy seeing**

*Represented by*  
**BLAIR-TV**

## AGENCY AD LIBS



(Continued from page 10)

hauteur of yours—the one so many of the oldsters-from-print affect when dealing with this new nonsense.

Paint your sneer on well so that the kids in tv will realize you are an old hand at the ad-game and can see beyond tricks and techniques—that you understand and have at your fingertips that basic truths of advertising.

Remember, too, to cover up your lack of knowledge of the mechanics of tv with loud talk about slogan-happy adolescents and animation-morons. You'll make your mark if you do, Eddie.

But, believe it or not you may also learn how tough copy-writing can be. You see, instead of a static little seven by 10 inch square to play with, you'll have 20 seconds *in motion* or even a full minute! You may have a constructive idea or two on how to present, in 10 or 12 roughly drawn squares, what is eventually intended to be fluid movement and smooth transition and present same to a man or to a group that is as new to the game or as confused by it as you.

You may have some fun learning about money, something you never heard of in the pleasant print picture. You may find out about a budget, not only of money but a budget of time, and then have to be creative with these two items sitting on your shoulder.

And, Eddie, after you've done all these things for just a few weeks, drop me a line and let me know if you don't think you were a fool to kick about that print-copy throne you once sat on and if you don't agree with the statement some renegade friend of yours made to the effect that print copywriters are the most pampered species in the whole doggone zoo.

Your pal,  
Robert

### **Letters to Bob Foreman are welcomed**

*Do you always agree with the opinions Bob Foreman expresses in "Agency Ad Libs?" Bob and the editors of SPONSOR would be happy to receive and print comments from readers. Address Bob Foreman, c/o SPONSOR, 40 E. 49 St.*



*It could happen to you . . . or the  
strange, strange story of*

252

*week contracts*



# *It could happen to you...or the* strange, strange story of two 52 week contracts

*by Norm Glenn*

To begin with, this is a true story. And this is exactly how it happened—so help me.

I was sitting in a stuffy hotel room in the French Lick Hotel, French Lick, Indiana, listening to Todd Storz, Bob Enoch, Chuck Balthorpe and other members of the AIMS group of independent stations exchange chatter, ideas, and jokes. Came a lull in the conversation and Larry Reilly, WTXL, Springfield, said: "I guess I shouldn't lay myself open like this, but I sure want to thank Norm Glenn for a fat 52-week contract from Household Finance."

Suddenly I was all ears. "Who, me?" I asked.

"Well, SPONSOR anyway," said Larry. "My last ad was clipped from the magazine by the client and he showed it to me when he came to Springfield. The contract he gave me totaled \$2600."

"I'll double that," said Sherm Marshall, WOLF, Syracuse. "The same guy clipped my page from SPONSOR and signed up for 52 weeks. Only my contract came to \$5200."

"Honest, fellers?" I asked.

"Honest," said Larry and Sherm.

"Nobody will believe this gold-dust-twin story," said I.

"Do you want my affidavit?" said Sherm.

"No," I said, "a letter will do."

Trade paper advertising is often regarded as an "intangible" purchase. But, WTXL, WOLF, KBTB, KPQ, WPAL and many other tv and radio stations will argue the point — at least with respect to SPONSOR, The magazine radio and tv advertisers use.



this is what  
Larry wrote

1490 KILOCYCLES  
10 WATTS, FULLTIME  
**WTXL**  
W. SPRINGFIELD, MASSACHUSETTS  
June 26, 1955

Mr. Norman R. Glenn  
Editor and President  
SPONSOR  
East 49th Street  
New York, N.Y.

Norm:  
Here is a success story I'm sure you'll want to  
about because it backs up what you have been saying  
years, that SPONSOR is the magazine that people  
One of the full-page ads we ran in SPONSOR was  
responsible for getting W T X L a fifty-two week  
for twenty spots a week. It's a fact, Norm, and  
it happened.  
the Eastern Manager for a well known finance  
a flying visit to town one day and, while  
a 'phone call to our office. An hour later  
was on a nice juicy contract. Then, I  
he happened to call W T X L.  
opened his brief case and pulled out a copy  
from SPONSOR, across which he had written  
this station when in Springfield."  
re is a case of a fine piece of over-the-  
hat came our way just because the key  
acted on it.

Cordially yours,  
*Larry Reilly*  
Lawrence A. Reilly  
General Manager

this is what  
Sherm wrote



**CIVIC BROADCASTING CORPORATION**  
Van Rensselaer and Kirkpatrick Streets, Syracuse 1, N. Y.  
June 28, 1955

Mr. Norman R. Glenn  
SPONSOR  
40 East 49th Street  
New York 17,  
New York.

Dear Norm:  
Just finished a phone conversation with R.J. Hall of  
Household Finance Corporation in which he indicated he  
was renewing his year-round contract with us for another  
year. As I told you at French Lick, he was influenced  
to WOLF in the first place by our page ad in SPONSOR.  
This one account has more than paid for our trade journal  
advertising during the last two years.  
Sorry I'll miss you on my July trip to New York, but hope  
you have fun on that vacation.

Cordially,  
*Sherm*  
**SPONSOR**  
CIVIC BROADCASTING CORPORATION

**SPONSOR**  
THE MAGAZINE RADIO AND TV ADVERTISERS USE

gets "tangible" evidence from everywhere

from Pat O'Halloran  
in Wenatchee, Washington

**WPAL**  
1000 WATTS  
CLASS LICENSE 730  
COLUMBIA SOUTH CAROLINA  
Mr. Norman R. Glenn, Publisher  
Sponsor Publications Inc.  
40 East 49th Street,  
New York 17, N.Y.  
Dear Norm:  
I have you like "off-beat" letters. So bear with me and you'll  
find this one fits that classification.  
About three years ago we entered into a national promotion  
contest, using only SPONSOR, with a series of ads pointing up  
our "W" trademark and utilizing the specialized service  
program, and high ratings at WPAL. We mentioned this ad  
schedule for two years.  
During the period in which the ad was running I was constantly  
informed of the strong identification of our little dog. After our  
win had been running about six months the buyers could not  
when I called, "Oh yes, you're from the 'little doggy' station."  
All this leads up to the fact that since we've been out our  
identification has slipped, and so used the push that SPONSOR can  
provide.  
So we'd like to restate our schedule of paid ads effective  
with the first April issue were a month for one year. Lots of  
our time buyers in the business who ought to get acquainted with "Pat".  
Would you be good enough to send us a contract—same rate, I trust.  
Cordially,  
*Lonny Moore*  
Lonny Moore  
Executive Vice President

Lonny Moore  
Charleston, South Carolina


**Colorado Television Corporation**  
JOSEPH HEROLD  
Station Manager  
March 2, 1955  
Mr. Edwin D. Cooper  
Western Manager  
SPONSOR Magazine  
6647 Sunset Boulevard  
Los Angeles, California  
Dear Ed:  
I found, while on a sales trip to New York, that timebuyers  
do look at the ads in SPONSOR. FBTV ran a full-page ad in  
the January 10th issue of SPONSOR which coincided with my  
sales trip to New York. Quite a number of timebuyers mentioned  
they had seen the FBTV ad and were quite impressed with the  
story on the program ratings of FBTV.  
Sales results on the trip were excellent and I am firmly con-  
vinced that our ad in SPONSOR helped to pave the way in contrac-  
tion with many of our sales pitches.  
Kindest regards,  
*Joe Herold*  
Sincerely,  
Joseph Herold,  
Station Manager

from Joe Herold  
in Denver

**KPD**  
MOST LISTENED TO IN CENTRAL WASHINGTON  
WENATCHEE WASHINGTON  
Mr. Edwin Cooper  
Western Manager  
Sponsor Magazine  
6647 Sunset Boulevard  
Los Angeles 24, California  
June 2, 1955  
Dear Ed:  
Every one and then some hear from our clients. I am  
local, telling us a lot of good jobs we have done for them  
I think it makes you could enjoy a "satisfied customer".  
Our choice of SPONSOR in their advertising was one of the  
national field didn't just happen. We asked a lot of  
buyers what they should use, and more than 90% said  
"SPONSOR".  
Best of all, although we're only in our second year as a  
SPONSOR advertiser, our national rating has increased  
5%.  
Sincerely,  
*Pat O'Halloran*  
Pat O'Halloran  
Sales Manager

from Pat O'Halloran  
in Wenatchee, Washington





**SALES STORY**

Spot Sales Up  
110% in first 3  
Months of '55

Conversions  
Pass 66%  
in 14 Months

62% of UHF  
Homes Devote  
50% or More  
Time to Ch. 36

Fulltime Operation  
+  
Good Programs  
+  
High Power = Client  
& Viewer Confidence  
and SALES  
IMPACT!

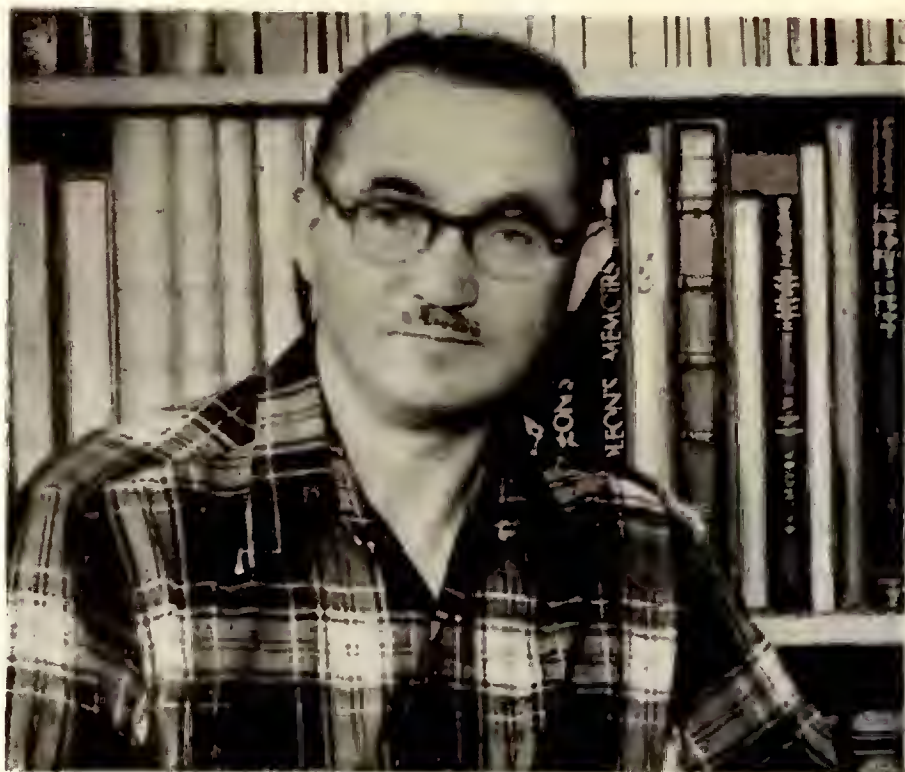
DEC JAN FEB MAR

NBC ABC DUMONT

**WJHP-TV**

Channel 36

JACKSONVILLE,  
FLORIDA



**agency profile**

**Norman H. Strouse**

President  
J. Walter Thompson Co.

As the newly elected president of J. Walter Thompson Co., Norman Strouse heads up the one agency which, more than any other, still holds tight to the nighttime tv program production reins against the trend to network control. He succeeds Stanley Resor as agency president. Resor has become chairman of the board, Henry Flower Jr. and Sam Meek are vice-chairmen.

In the season just past the agency produced three full network hour shows for Kraft, Pond and U. S. Steel. This fall *The Ford Star Jubilee*, a monthly hour-and-a-half show will be added to these agency-produced packages on CBS TV, every fourth Saturday 9:30-11:00 p.m.

"One has to get a well-rounded view of all that goes on in advertising," is Strouse's favorite summation of his advertising philosophy. In tv, he feels, this means a thorough integration of programming and commercial message.

Strouse has himself ridden herd on one of the agency's major air media accounts for the past eight years—the Ford Co. As head of the Detroit office, he guided strategy and policy on Ford's post-war advertising, helped contribute to the firm's surge toward top sales rank in the industry.

J. Walter Thompson itself ranked third among agencies in total radio-tv billings last year, according to estimates of their account activity, with some \$50 million out of total \$165 million billing in air media. (See SPONSOR 13 December 1954 for listing of top 20 air media agencies in 1954.)

A Northwesterner by birth, Strouse originally joined Thompson in San Francisco in 1929 in the media department. He worked on such diverse accounts as gasoline, aircraft, foods and in such phases of agency work as research, copy, finance, art and planning.

Strouse is a dark-haired man in his late forties, medium height, rather retiring and an inveterate pipe and cigar smoker. In his Bloomfield Hills home in Michigan, Strouse has a collection of rare books, including a number of first editions of Carlyle, a favorite of his. He carries his love for his hobby to the extent of running his own private print shop, the Silverado Press.

"But I'm no book worm," he protests, and shoots golf in the "low 90's" on weekends to prove his point.

★★★

SPONSOR



# SPONSOR BACKSTAGE



(Continued from page 22)

duced its 45 rpm speed phonograph players and records. In my own limited business experience I had never seen a new product, introduced by a reputable manufacturer, meet with more universal, vicious opposition.

But at no point during those early days of the life of 45, did Frank Folsom, nor his right hand man, the late Joe Wilson ever falter. Frank poured money, his mind, heart and whole being into the battle to prove to the industry and the American public that the 45 rpm phonograph and record was a good product. That he was right is now history.

I recall a trip down to Princeton, N. J., on the day, a number of years ago, when the name of the RCA Research Laboratories was being changed to The David Sarnoff Research Laboratories. The General made a speech in which he asked the corporation's engineers to develop a couple of new products, which sounded like the imaginings of a science fiction writer.

Coming back on the train I talked with the General alone about some of these visions, and came away with the complete conviction that color tv shows on tape for home use, electronic stoves and other such scientific marvels would become standard equipment in our lifetime.

It is taking nothing away from the many other men and organizations who made a contribution to say that without the General's personal vision, faith, courage, physical and mental stamina television would be nowhere near the overwhelmingly dominant medium it is today.

On that same Princeton trip I had a conversation with Pat Weaver. Pat had just kicked off the rotating *Comedy Hour* shows.

That, as we have all come to see, was only the beginning. Pat has upset more show business and advertising business tradition than all other practitioners put together. He'll (as he himself readily admits) lay his quota of eggs, but when the final scores are in, it's my guess that he will have created more and greater programing, achieving more and better results for advertisers than any individual has ever created before. Like I say: That Sarnoff-Folsom vision plus guts combination is hard to hold down. And it's nice to see Pat bringing it to programing and sales.

I might conclude by saying that a considerable batch of this is rubbing off on a young man named Bobby Sarnoff. I have a hunch he's coming back from Europe with a Winston Churchill program. ★ ★ ★

IN  
SALT LAKE CITY  
**KNAK IS FIRST**



KNAK's Wayne Logan (left) interviews the nation's number one band leader, Ray Anthony. Wayne is the DJ of 2 popular music shows each day, "Wax'n' with Wayne" and "Club 1280." Max. share of audience 42.2 Mon. thru Fri. 45.5 on Sat.

**24 HOURS A DAY**

**MUSIC**

**NEWS**

**SPORTS**

**NOW GRANTED 5000 WATTS**

**LOWEST  
COST**

**PER LISTENER IN  
SALT LAKE CITY**

<b>K N A K</b>	27.8 Independent
Station "A"	27.2 Network
Station "B"	14.6 Network
Station "C"	13.7 Network
Station "D"	7.2 Network

(Hooper Feb. 1955 12 noon to 6 p.m.)

**Represented Nationally by  
FORJOE & CO., INC.**





### **Sold out on traffic, time jingles, WNEW invents new types**

WNEW, New York, one of the first radio stations that turned the public service jingle into a profitable endeavor, has had to seek new types of jingle packages because they were sold out on long-established weather, baseball, traffic and time signal jingles. Program Director Jack Grogan and Copy Chief Milton Robertson, collaborated to produce new service jingles for (1) "good taste" and (2) "fact or fancy."

Good taste jingles have been sold to Arnold Bakeries and G. Washington Coffee, and cover such fields as

why a man should alight from a public conveyance before his lady companion and how to answer a wedding invitation. After this good taste item, the sponsor is introduced with a line like "G. Washington Coffee is also good taste . . ."

Fact or fancy jingles cover subjects like the origin of harbecues with the line "Is it fact or fancy that barbecue is a modern American invention?" After answering, the announcer leads into the product with "And it's fact not fancy that so-and-so is a good product etc." ★ ★ ★

### **Stations sell merchants on special day promotions**

With summer hiatus staring them in the face, four West Palm Beach, Fla., radio stations took the bull by the horns and organized "Radio Rodeo Days," a special announcement package which they sold to the Merchants Division of the local Chamber of Commerce. Their plan resulted in the sale of a total of 1,048 announcements, 262 on each station—the largest saturation schedule ever to run in the market in a concentrated three-day period.

Here's how this promotion came about: The sales managers of the four stations—Rome Hartman of WIRK, Bob Monroe of WJNO, Cliff Glick of WEAT, Bob Davis of WWPG—decided that they were tired of seeing the local merchants pour thousands of dollars into one local newspaper to promote "Dollar Day" sales five times each year. The radio stations traditionally got what was left over from the budget, and never enough for the medium to prove itself.

The four stations decided to give radio its chance, organized a group called the Radio Stations of The Palm Beaches. They offered a single rate which would buy one announcement on each station, a single salesman for merchants to deal with on this plan. For a three-day period they made every available announcement on each sta-

tion part of this plan. To spark the deal, the station group made up a musical pitch to the merchants.

The result: "Radio Rodeo Days" on 27, 28 and 29 June. The stations promoted the days with a week of teaser announcements, supplied streamers for store windows, dressed an announcer in a cowboy outfit to fit into the theme and had him interview shoppers in the business section. Participating merchants provided one-dollar certificates for distribution among passersby.

Within a few days most of the 40 participating merchants told the stations that their sales had approached, equalled or surpassed similar sales promoted only by newspaper—and at half the advertising budget normally put into print. Many of these retailers added that their future promotions would be at least half radio and half newspaper. ★ ★ ★

### **Ziv puts "Dorothy and Dick" show in national syndication**

*Dorothy and Dick*, long established on WOR, New York, is now being syndicated nationally by Frederic W. Ziv Co. The show's man and wife duo are Hearst papers' columnist Dorothy Kilgallen and her actor husband Dick Kollmar.

"National advertisers are spending money for radio advertising today," said Alvin Unger, v.p. in charge of

sales. "But only where they can see an excellent chance for sales return. *Dorothy and Dick* is such a program. "One announcement on this show," Unger said, "sold 5,000 candy bars in two days. Two announcements brought 1,200 people to a jewelry store. Six announcements brought 1,500 inquiries for a \$150 item."

Small advertisers will be able to buy small segments of this husband-and-wife chatter series. The program will be packaged in five half-hour shows a week. It can be sold with six one-minute commercials plus the opening and closing I.D. ★ ★ ★

### **Russ Hodges stars in film commercial for Shircraft**

The Shircraft Co. is planning a spot tv drive to sell their fall and winter line of Shircraft Shirts and Airman Jackets. Russ Hodges, Giant Baseball broadcaster stars in the four filmed commercials used in the campaign, and will tie the products into a story of a famous sports event.

The series was prepared by Friend-Reiss Advertising and produced by Mel Gould Productions. The film commercials show the ease with which the line



Hard-wearing sportswear shown in spot film of sportswear can be laundered, and in addition stresses their long life and light weight. ★ ★ ★

### **Briefly . . .**

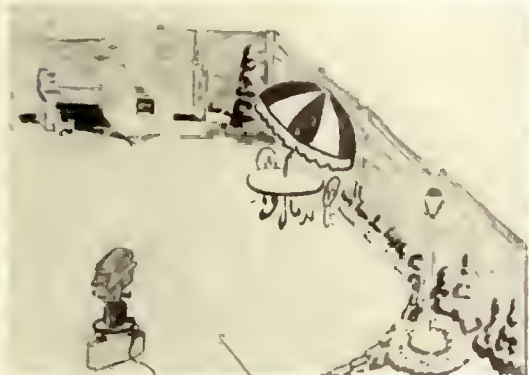
When KFAB, Omaha, changed its affiliation from CBS to NBC, they used the theme "Changing Partners" to tell the story to their listeners and to agencies concerned. Three weeks before the change was to occur, KFAB started an on-the-air campaign playing square dance music six to 12 times daily on the station breaks and beginning the copy with the "change your partner" message.

They carried the same theme forward in mailings to agencies and cli-



ents. Oversized post cards were sent out with the "Changing Partners" call incorporated in them as well as a more detailed letter from General Manager Harry Burke.

Several of WGR-TV's shows will be moving out of doors for the summer into the Buffalo station's new outdoor studio. The new set is complete with a barbeque and lawn furniture and bordered on two sides with a stockade fence. Most of the setting was contributed by various Buffalo merchants.



WGR-TV boasts new outdoor set for summer

William Caskey, v.p. and general manager of WPEN and WPEN-FM, Philadelphia has been appointed to a three-year term as a trustee of the Charles Morris Price School of Advertising and Journalism. The school is a non-profit off-shoot of the Poor Richard Club. A campaign to promote the school was spearheaded by Caskey last year in the radio medium, while he was filling in the unexpired term of a former trustee.

Caskey has also been active in Philadelphia Radio and Television Broadcasters Association and the Poor Richard Club. He recently completed his term as president of the former group.

Radio achieved another first last week (18 July) when WGY, Schenectady, became the first commercial broadcasting station in the country to use atomic electricity for relay of a program to transmitters.

The station cooperated with General Electric in a demonstration of the peacetime use of atomic energy. GE supplied the electricity from an atomic powerplant they are building for the AEC. The reactor is a prototype of the one that will be installed in the navy's second atomic submarine "Seawolf."

The station held a 90-minute broadcast commemorating the event with speeches by various atomic energy VIP's who were present.



**GOING PLACES?** . . . Then include the big 'n' booming Salt Lake market where more than a million spend over a billion. And KSL Radio, the Mountain West's "first" station, is still going places in this 61 county, 4 state market where signs point to sales success in your *All-American* advertising plans.

**RATINGS** . . . KSL has 26.8% of the average week-long audience, a 47.3% advantage, and owns a 438.6% advantage in quarter hour wins.

**COVERAGE** . . . KSL talks at least once to almost two of three families every 24 hours and throughout the week talks at least once to nine of ten radio families in this area.

For more on the market story and availabilities, call CBS Radio Spot Sales or . . .

## KSL Radio . . . Salt Lake City

50,000 watts . . . CBS in the Mountain West

\*Pulse, February 1955



## MARLBORO

(Continued from page 29)

bacco consumed," Wooten explained to the tobacco men. "The increased public awareness of the health angle is directly reflected in the spectacular growth of filter-tip cigarettes."

**The switch to spot:** The real significance of the *Lucy* cancellation lies in a *media reevaluation* by Philip Morris which is affecting all its brands. For the immediate future the firm is omitting network tv from its schedules and concentrating on spot. Company spokesmen emphasize that they were not dissatisfied with *Lucy*, or with *Public Defender*, which it carried on CBS TV in addition, as programs. Were Philip Morris to remain in network tv, the shows would still probably be on the schedule.

The all-brand switch to spot is tied to these factors, according to Roger Greene, advertising director: (1) For some time the firm has felt that a change of pace in its media approach would be advisable; (2) the nature of the copy story, for both Marlboro and Philip Morris, is such that programing is unnecessary to carry the message.

Greene credits Television Bureau of Advertising with having played an important part in winning Philip Morris over to spot tv after it had decided network tv no longer suited its needs.

Says Greene: "The copy story is one which we think can stand on its own in the spot medium. We are looking to frequency, rather than programing, to sustain it. We do not need the commercial time available on a program to make our sales point today. For the same reason, and because our new Marlboro campaign is so graphic, we are also going in for billboards heavily for the first time."

Although Greene believes that programing offers certain goodwill plusses, he is willing to forego them for the advantages he finds in spot.

This does not mean that Philip Morris is through with network tv. "It all depends on how our copy stories develop," states Ad Director Greene. "If, in the future, we develop copy stories that take time to get across, why we'll probably be right back in programing."

To Philip Morris, spot means announcements for the present. A company spokesman explains that in Marlboro's case, the present budget does

not provide for program sponsorship.

The weight of the upcoming Philip Morris spot campaign on both tv and radio is indicated by Roger Greene's statements that considerably more than half the total ad budget for both Marlboro and Philip Morris will go into the air media. (Earlier published stories had misconstrued a company official's remarks on the West Coast to mean greater reliance on print than is actually the case, it appears.)

At the present time, the media picture for Marlboro has not clarified, says Greene, because national distribution is yet to be built. But newspapers and magazines will be employed along with spot tv and radio.

A special case is that of NBC Radio's new *Monitor* show on weekends, which finds 14 Marlboro and 14 Philip Morris commercials alternating every half hour during network option time. Quipped a company spokesman: "It's so cheap, we figured we'd be losing money if we didn't go in."

**Copy points:** Eschewing complicated explanations or involved animation, Marlboro tv commercials concentrate on a few simple points:

(1) flavor; (2) easy draw; (3)



## NEW AND UPCOMING TV STATIONS



### I. New stations on air\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	ERP (kw)** Visual	Antenna (ft)***	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, REP.	
NOTRE DAME, SOUTH BEND, IND.	WNDU-TV	46	15 July	164	500	-----	WSBT-TV	206	Michlana Telecasting Corp Univ of Notre Dame Bernard C C Barth, gen mgr	Meeker
FAIRMONT, W. VA. <sup>1</sup>	WJPB-TV	35	2 July	22	1400 <sup>2</sup>	-----	None	---	J Patrick Beacon owner, gen mgr	Gill-Perna

### II. New construction permits\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ERP (kw)** Visual	Antenna (ft)***	STATIONS ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, RADIO REP.
PORTLAND, ORE.	-----	8	29 June	316	1311	KLOR KOIN-TV KPTV	276	N Pacific Tv Co Gordon D Orput, pres Paul F Murphy, vp Henry A Kuckenberg, vp
GLENDALE, WIS. <sup>3</sup>	-----	6	29 June	100	983	WXIX WTMJ-TV WISN-TV	550	Independent Tv Jack Kahn, pres Richard G Fried, vp

## BOX SCORE

U. S. stations on air.....	422
Markets covered.....	252§
U. S. tv sets (1 June '55).....	36,100,000§
U. S. tv homes (1 June '55).....	34,200,000§

\*Both new c.p.'s and stations going on the air listed here are those which occurred between 1 July and 15 July or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. \*\*Effective radiated power. Aural power usually is one-half the visual power. \*\*\*Antenna height above average terrain (not above ground). †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. §Data from NBC Research and Planning. ‡In most cases, the representatives of a radio station which is granted a c.p. also represents the new tv operation. Since at presstime it is generally too early to confirm tv representatives of most grantees, SPONSOR lists the reps of the radio stations in this column (when a radio station has been given the tv grant). NFA: No figures available at presstime on sets in market. <sup>1</sup>Resumed operations after being off air since 28 February 1953. <sup>2</sup>Above sea level. <sup>3</sup>Allocated to Whitefish Bay.



popular price; (4) the new flip-top box; (5) the connection with P.M.

Typical is this portion of a 30-second *Monitor* commercial. After the jingle introduction, the announcer comes in with: "Here's a filter cigarette that really delivers the goods on flavor. New Long-size Marlboro from Philip Morris. *Marlboro!* Exclusive Flip-top Box . . . popular filter price. Try a pack."

Note the absence of any reference to health questions. Leading competitor Viceroy pushes the theme of "20,000 tiny filter traps." Kent has concentrated an demonstrations of its filter's ability to remove tars from smoke.

Coming after other filter-tip cigarettes had provided some industry experience, Marlboro was able to capitalize on what its executives felt were shortcomings that the public had complained of. "Filter-tip cigarettes have been pretty flat, with practically no flavor to speak of," states Ross Millhiser, Marlboro brand manager. "We worked hard to get a product with a real cigarette flavor, and we know it can deliver. That is why we hit hard the theme of 'It really delivers the goods on flavor.'"

"Another problem is that of the draw," says Millhiser. "With Marlboro we've developed a filter cigarette that draws as easily as any other."

The new box, which Marlboro claims to be the first real advance in cigarette packaging in 38 years, solves the problem of the crushed pack common to filter-tip and standard cigarettes alike. It is said to be the most carefully researched and tested design in cigarette history. The package is ideal for tv (see "Should you redesign your package for color tv?" SPONSOR, 21 February 1955, page 42).

In all the media, these points are made without shouting or extravagant claims both of which have been long associated with the fiercely competitive cigarette field. Brand Manager Ross Millhiser explains the company ad philosophy:

"The public today is better educated than in former times, is more knowing, more sophisticated in the true sense of the word. It has access to newspapers, radio and television. The grade school graduate of today probably has more real knowledge of things than the college man of yesteryear.

"Therefore advertising today must be truthful, believable: in a word it must have integrity."

# THE ONE-TWO STORY

Consistently  
first choice in the  
Columbus Market

20  
top pulse  
rated programs

day and  
night

CBS for CENTRAL OHIO

WBNS

radio

COLUMBUS, OHIO

ASK  
JOHN BLAIR



Perry Leary, Marlboro assistant brand manager sums it up: "The day of the claim and counter-claim in cigarette advertising is probably over."

"The job today," says Leary, "is to build a character for the brand, to say simple, provable things that won't backfire."

**Marlboro's new character:** The effort to create a brand character has led to one of the most original cigarette ad campaigns in recent years. Marlboro, although a new cigarette, is an old brand name. Philip Morris decided to turn to it for its filter name rather than to a new name because of its long reputation for quality, which might be expected to carry over to the new product. However, the old name brought with it certain disadvantages. The new campaign is deliberately aimed at removing old public associations with Marlboro and instilling new ones.

This was the task undertaken by the Leo Burnett Co., Chicago, whose president proudly declares: "This is the first time a cigarette account has moved west of the Alleghenies."

The problem faced by the agency stemmed from the old concept of Marl-

boro as a big-city, sophisticated cigarette enjoyed largely by women. The job was to get across the idea of a quality cigarette that had a basic male appeal, but that could be enjoyed by women, too.

It was the visual media which offered the solution. The male connotation is achieved in tv and print by the careful selection of suitable types as models.

The first big splash by Marlboro's new advertising was made as 1955 opened by the cowboy who graced full-page newspaper ads and admired Marlboro cigarettes via television. "What could be more rugged than the cowboy, more male, more individualistic?" asks Richard L. Halpin, account executive. "He is the great symbol of the American rugged individual, a fundamental part of Americana."

A following commercial featured two cowboys talking to each other; another showed a golfer. Again the male emphasis is important.

In print, the agency was successful in using a well-dressed man who sports a tattoo. "The tattoo," says Halpin, "tells the male that this is a man's man. To women it suggests a man with an interesting past." So far this

figure has not been successfully translated into a tv version.

"The advertising has played back well," comments Owen Smith, account supervisor. "Surveys show that it has a basic appeal to men and to women through the virility of the men used."

Leo Burnett ties together what he believes the campaign achieves: "Virility without vulgarity, quality without snobbery."

The three most recent tv commercials have departed from the strong male-appeal slant in the direction of the more conventional. One features Hoagy Carmichael, which represents a change from the expressed policy of using non-professionals in the commercials. The second features a couple at breakfast, the third a couple on a patio.

Ad thinking on Marlboro is apparently still not fixed; it certainly has not yet settled down to long-term reli-

★ ★ ★ ★ ★ ★ ★ ★  
"With the passing of the years, the increasing pressure, of competition and the search for more effective advertising have made advertising almost equally productive as a means through which the public lets the manufacturer know what it wants. Advertising, in its search for selling ideas, uncovers the unsatisfied customer's wants, reports them back to the manufacturer, who goes to work to make his product satisfy those wants. That kind of advertising almost acts as a gigantic dynamo generating demand for goods even before they have been produced."

WALTER R. BARRY  
Vice President  
General Mills, Inc.  
Minneapolis

★ ★ ★ ★ ★ ★ ★ ★  
ance on one gimmick, such as the famous "Call for Philip Morris" of the late Johnny.

Possible contender for this role is the new jingle, of which the agency appears enamored. The creation of the jingle was one of the reasons the account went into radio, says an agency spokesman. It is a simple verse, indeed: "You can't say no . . . You can't say no . . . You can't say no to a Marlboro . . . New Long-size, filterized Marlboro!"

The jingle has been incorporated in the three new commercials mentioned above.

**Spot approach:** Although Marlboro's media future is still open to question, the immediate months ahead will probably see the present practice merely enlarged upon.

Spot tv supplies the sustained driv-

new call letters **August 1st**



The POPular station

still **1020** on the dial  
**5,000** watts serving **5,000,000** people  
**K•POP** Los Angeles

Represented Nationally by Broadcast Time Sales • New York • Chicago • San Francisco



ing power and is bought for the long pull. It supplies the only consistent day-in-and-day out campaigning in the Marlboro ad arsenal. About 24 of the nation's top markets are now on the tv schedule. Policy is to get top evening availabilities where possible, and to strive constantly to improve positions. The agency has carte blanche in is spot buying, according to Marlboro's Perry Leary, because it makes sense to have the timebuyers, who are best informed on the media questions, in a position to act without delay when good availabilities crop up.

Schedules vary from 5 to 15 announcements per week.

On radio, Marlboro prefers daytime, has been coming in for 13-week supporting campaigns in about nine of the top markets. Where it goes in strictly for adjacencies on tv, the firm cottons to platter-show participations on radio. Peary explains that Marlboro hopes thereby to benefit from the local popularity of station personalities. For this reason the talent delivers

★ ★ ★ ★ ★ ★ ★ ★

"Family life together, as well as guest entertaining, in the home is on the upswing. And we believe television has proven to be a major factor. The television set today is the family's home theatre and a center of enjoyment and entertainment."

ROBERT W. LANDON  
Director of Sales  
Oneida Ltd. Silversmiths  
Oneida, N. Y.

★ ★ ★ ★ ★ ★ ★ ★

the commercial in his own words on the basis of a fact sheet in a number of cases. No effort is made to duplicate the male-appeal situations of tv and print on the air. Copy is straight, sticks to the copy platform by and large.

To get both men and women, Marlboro looks for early-morning and late-afternoon periods. An important consideration here, says Leary, is the driving audience. "Although there are no exact figures," he believes, "it is obvious that the out-of-home audience must be considerable."

Marlboro messages are thus timed to hit the man on the way to work and on his way home. The typical radio campaign carries from 20 to 25 announcements per week.

**The test period:** For the first two months of the year. Marlboro underwent tests in Rochester, Fort Worth, Denver and Providence. Complete media coverage was employed, including

local cut-ins on *Lucy* and *Public Defender*. Network as such was not employed until New York and Los Angeles came into the distribution picture in March.

This testing, Philip Morris spokesman carefully point out, was not media testing, but over-all market testing. Playing very important roles in their view were the factors of attractive and inviting packaging and product appeal. This latter is proved, they maintain, by the high percentage of repeat business.

Spot remains the primary medium in the current Marlboro campaign,

though newspapers are used heavily.

Interestingly, Philip Morris, although handled by a different agency, Biow-Beirn-Toigo, is undergoing a copy development spiritually akin to Marlboro's. The new copy is soft and short, perfect for both announcements and billboards.

Last year's Philip Morris spot budget for all brands was small, but with the company switch to spot about to get under way seriously, the firm's expenditure in the medium will jump into the millions and television will remain Philip Morris' major medium. ★ ★ ★

## WFBC-TV Swamps Competition in Carolina 4-County\* Pulse Survey

PULSE SURVEY OF TELEVISION AUDIENCE INDEX  
SHARE OF TELEVISION AUDIENCE APRIL 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Station E	Other Stations
<b>SUNDAY</b>							
6:00 A.M.-12:00 Noon	21.3%	100%	0%	0%	0%	0%	0%
12 Noon-6:00 P.M.	33.4%	81%	12%	1%	1%	1%	4%
6 P.M.-11:45 P.M.	43.1%	65%	18%	6%	3%	3%	4%
<b>MON. THRU FRI.</b>							
7:00 A.M.-12:00 Noon	14.3%	65%	32%	0%	0%	0%	3%
12:00 Noon-6:00 P.M.	22.9%	63%	27%	6%	0%	1%	3%
6:00 P.M.-Midnight	40.7%	61%	14%	11%	5%	4%	5%
<b>SATURDAY</b>							
10:00 A.M.-12:00 Noon	28.2%	62%	37%	0%	0%	0%	1%
12:00 Noon-6:00 P.M.	29.3%	43%	41%	4%	1%	6%	5%
6:00 P.M.-Midnight	48.1%	52%	27%	11%	3%	3%	4%

\*The four counties are Greenville, Anderson, and Spartanburg, S. C. and Buncombe (Asheville), N. C. . . . counties with Population of 559,300; Incomes of \$726,284,000, and Retail Sales of \$481,774,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative. Ask us also for details of the latest ARB Study.



"The Giant of Southern Skies"

NBC NETWORK

# WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by  
WEED TELEVISION CORP.



**ALL  
AGREE!  
IT'S  
WKBN-TV**

## WKBN-TV RATINGS

### PULSE

22 of the first 26 programs  
(March, 1955)

### ARB

17 of the first 25 programs  
(Nov., 1954)

### HOOPER

18 of the first 26 programs  
(Oct., 1954)

## WKBN-TV QUARTER-HOUR FIRSTS

### PULSE

406 of 444 Weekly Quarter  
Hours (March, 1955)

### ARB

312 of 466 Weekly Quarter  
Hours (Nov., 1954)

### HOOPER

363 of 451 Weekly Quarter  
Hours (Oct., 1954)

**YOU NEED WKBN-TV  
TO COVER THE  
YOUNGSTOWN  
MARKET**

**WKBN-TV  
CHANNEL 27**

**YOUNGSTOWN, OHIO**

**CBS-ABC-DUMONT**

*Represented  
Nationally By*

**PAUL H. RAYMER CO.**

## NOBLE-DURY

(Continued from page 30)

commercials we have tested that have proved to be most effective, we have found two distinct types. At one end of the curve are commercials where convincing proof of sales claim is advanced. At the other end of the curve are commercials that create a mood. It is in this second area that boundless opportunities for experiment and progress lie."

Noble-Dury's "experiment" started in 1952, when the agency asked itself whether it was doing the best job it could with Frosty Morn meat. Deciding whether to be different, however, makes no sense unless you ask yourself what you should be different for. The answer was: to offset the impact of big name meats like Swift and Wilson and center attention on Frosty Morn.

Examining the competition for Frosty Morn, Graham said, "we had to admit that they were just about as good as our own quality product. Yet there was our client attempting to sell against the big boys on an equal basis, making his product the finest that could be devised and offering it over the retail counters at the same price as Swift and the others."

Albert Noble, agency president, and the staff had begun to feel that there were too many tv commercials that were being expertly done but were losing audience along the way. What the agency had specifically in mind were commercials for meat, flour and candy—products in which demonstration was not important.

"Instinct told us," said Graham, "that because they were about products that had no single quality that moved them ahead of the field, they lost a goodly portion of their audience. The greatest salesman in the world (and perhaps tv can qualify for that title) can sell only if he retains the interest of his prospect."

Noble-Dury's determination to gamble on a different approach was okayed by Fletcher Childs, sales and ad manager of the Clarksville, Tenn., Frosty Morn plant, and the plant manager, Everett Moore. (Each of the two Frosty Morn plants has a degree of autonomy in advertising plans.) The agency told Childs and Moore it wanted to devise a tv commercial with about 70% entertainment and 30% sell, with original music and Hollywood style animation. Esti-

mated cost for the film was \$6,500.

Approval also came from owner Lorenz Neuhoff, who said: "At that price it had better be good." (The company had been spending \$30,000 total on advertising at that time.)

Graham set out to write music that would be more like a popular song than a jingle. He wanted something people would remember and sing. After picking out a tune on a rented piano (Graham has no musical training) he met with the staff a dozen times and after 17 tries came up with a script that seemed to fit the tune and lyrics.

The new commercial approach was embracing enough to require revisions in Frosty Morn packages. The brand had an unhappy old gnome on the package that didn't fit in with the film, so agency art directors Bill Dury and Cliff Johnston devised a new little character and in so doing redesigned all the Frosty Morn wrappers for ham, bacon, wieners and sausage.

The sound track was recorded locally. Because of the wealth of talent brought into Nashville by WSM radio and tv, there are several good recording studios in town. Noble-Dury picked the Bradley Studio. The talent was Owen Bradley, his band and a

**more  
for your  
money**

**SKYLINE**

**GROUP**

**DISCOUNTS**

★ SALT LAKE CITY **KDYL-KTVT**  
★ DENVER **KLZ AM-TV**  
★ ALBUQUERQUE **KOB AM-TV**

**SKYLINE GROUP, RADIO-TV**  
Covering the Uranium  
Triangle—Colorado, Utah, New Mexico

J. I. MEYERSON, 3432 RCA BLDG., N. Y.  
THE KATZ AGENCY - BRANHAM CO.



girl's trio. To simulate voices of pigs, who appear in animated form in the commercial, the song was recorded at one key and then rerecorded at a faster speed to up the key and get the high-pitched child-like voices needed. For the animation, Noble-Dury went to the Kling Studio in Chicago.

While the agency had faith in its idea, there were moments of trepidation.

Graham explained: "One thing that had recurred in each agency conference on this film was the fact we were violating what has always been considered a basic principle in food product advertising. We did not at any time show the product being eaten or served on a table. I felt very strongly that to do so would smack of cannibalism because of the animated pigs and that, in turn, would alienate the children's audience we hoped to capture.

"This was a narrow line to walk. We knew it had pitfalls. This, however, was our course and we followed the compass we had set."

When the film was ready to break in a test in Nashville in January 1953 the agency announced it with an agency ad in the local papers.

"We hoped for the best," said Graham. "We got more than we could have possibly hoped for."

First indication of the film's impact was a call from Hi Bramham, WSM-TV sales manager, who told Graham: "We never had a commercial like this on the station. The switchboard is flooded with calls from viewers who want to know when it will be shown next."

Graham thought Bramham was pulling his leg. But within a short time, Graham said, the following things happened:

- Mail started to come in. People wrote that their children wouldn't go to bed until the Frosty Morn commercial had come on.

- Dance bands, without any prompting, began playing the song in the area. Graham and Noble were at a dance at the Richland Country Club one night when the band played the song and everyone on the floor joined in singing the words.

- A college sorority in Nashville entertained at an alumni luncheon by doing entertainment based on the commercial.

- A boys' club adopted the melody as its official song.

- Indirect references to the com-

mercial cropped up in church sermons. In one Kentucky town a preacher, in a sermon on ambition, used the phrase "height of a piggie's ambition." (Words to the Frosty Morn commercial read: Sing it over and over and over again Frosty Morn Sing it over, and you'll sing it over again Frosty Morn Height of a piggie's ambition From the day he is born/Is hope that he'll be good enough To be a Frosty Morn.) At another church the choir director announced a hymn as one to be sung "over and over again." The

congregation caught his inadvertent reference to the Frosty Morn lyrics and roared.

- A band at a Tennessee town played the tune at half-time ceremonies at a football game and formed the letters "FM" in the field.

As the commercial was moved into new markets Birmingham, Jackson, Tenn.; Chattanooga there were similar viewer reactions.

And, oh yes, sales went up.

Just as important to the agency as the sales increases registered for Frosty

## SALES POWER!

"On my fifteen-minute TV show, "Jungle Town," presented once per week at 6:00 p.m. each Wednesday, I offered a prize of ten baby parakeets to the first ten people who identified an animal I exhibited.

The result was phenomenal. 1057 letters were received. Thousands of phone calls kept my three store telephones continually ringing. They began to ring ten minutes after the offer was made and continued without interruption until closing time at ten p.m. At eight o'clock the next morning they started again and continued throughout the entire day. The majority of the calls were from out-of-town, necessitating long distance toll charges.

I will say, without qualification, that an advertiser who has an attraction which will command attention and which has appeal and value, will secure action and sales by the hundreds through KXLY-TV.

Sincerely yours  
HARRY GROSS (signed)  
NORTHWEST SEED and INSECTICIDE CO."

Available at a discount  
when purchased in conjunction  
with the XL network.

SPOKANE

**KXLY-TV**

WASHINGTON

**RICHARD E. JONES**  
vice pres. & gen. mgr.

Rep. - **AVERY-HHODEL**  
Moore & Lund: seattle, portland



Morn was a phone call from owner Lorenz Neuhoff last year. Neuhoff asked (unnecessarily) if the agency would like to do the same job for his other meat plants. Following a presentation Noble-Dury took over (on 1 January this year) Neuhoff's Valleydale meat plants in Salem and Bristol, both in Virginia, and Reelfoot Packers in Union City, Tenn. (The agency by that time had already been handling the other Frosty Morn plant in Kinston, N. C.)

While the same general approach was the aim for the new meat brands, there were some new problems. In the best tradition of the large soap and tobacco advertisers, Neuhoff's meat brands were competitive. For example, Frosty Morn and Reelfoot both sell in Jackson, Tenn. Frosty Morn overlaps with Valleydale in Charlotte, N. C.

For Valleydale, Graham wrote a march tune with lots of brass and drums. The script called for a piggy band and the aim was to get football-like excitement into the film. The words started off as follows:

*The music goes zoom, zoom,  
The drummer goes boom, boom,  
And everybody shouts*

*Hooray for Valleydale!* (repeated three more times)

*All hail, it's Valleydale!*

In the Reelfoot film, Graham wrote music in the form of an Indian chant. As in the Frosty Morn situation, the package was redesigned in order to give the agency a little animated character who could be used in the commercial.

Regarding the Valleydale film, Graham reported: "From the time we introduced the film last February to audiences in the Carolinas, Virginia and West Virginia, the pattern of viewer reaction and sales increases came in right on schedule." The Reelfoot commercial is too recent for any concrete results but Noble-Dury has acquired the habit of success and expects the same pattern for Reelfoot as for Frosty Morn and Valleydale.

While the story of the three meat brands is primarily a television story, radio plays a part, too—a part that is enhanced by video's impact. Noble-Dury buys radio for these brands on a number of stations to cover the Southeast. The sound-track from the film commercial is used.

Agency head Noble has an interest-

ing trick he uses at sales meetings to prove what an effective tie-in radio can be for Frosty Morn. Valleydale and Reelfoot. After running through some tv commercials he will ask those present to close their eyes and see what comes to mind as he plays the sound-track. Naturally, everyone visualizes the film. Noble then points out this is exactly what happens when the announcements are played on the radio.

As is usually the case with an exceptionally successful ad, a number of by-products have been spawned by the tv commercials. The extra radio impact is one. The redesigned packages are another. Now that the commercials are successful the new characters on the package are particularly memorable. And the agency has featured the characters from the commercials in newspaper ads, billboards, mailings, streamers (some of which say: "See me on tv").

Radio is bought in each city where the agency uses tv for its meat products. The schedule is at least five to 10 announcements a week on one station. For all three of its meat brands Noble-Dury now buys three announcements a week on 25 video outlets. The announcements are all minutes and the agency aims for early evening time to catch a good family audience, including the youngest children. If the agency has to, it will buy as late as 9:30 p.m. In its radio timebuying for the meats, Noble-Dury seeks periods when auto listening is high.

Budget details on the meat brands are not available but it is understood that spending for Frosty Morn, which was \$30,000 at the time the tv advertising started, now runs "very deep" into six figures. Percentagewise, the budget for Frosty Morn breaks down as follows: 70% to tv, 15% to radio, 15% to others, such as newspapers and billboards. Valleydale has an almost identical budget with 70% for tv and 30% for radio.

Noble-Dury's success with Frosty Morn made it anxious to try the "entertainment commercial" for other products. Last August, Harold Twitty, v.p. and account man on Martha White Mills (which Noble-Dury acquired from two other agencies about three years ago) announced at a staff meeting he wanted to do something for flour along the lines of the Frosty Morn approach.

Martha White flour has a picture of



## WKOW Country...

### Bigger than St. Louis!

The 50 county market covered by Wisconsin's most powerful radio station is bigger than St. Louis in retail sales, more than twice as big as Milwaukee. Like these metropolitan areas, WKOW COUNTRY is a group of shopping centers. Unlike them, however, the land between one rich WKOW COUNTRY shopping area and the next produces valuable farm products and an average annual family income of \$6,921 for the producers. Madison, the capital of WKOW COUNTRY, with over 105,000 population, has an average spendable income per household of \$8,067. You can sell it all at bargain rates on WKOW at one-fifth the price you pay for St. Louis, one-half the price for Milwaukee.

## WKOW

CBS  
Affiliate

MADISON, WIS.

Represented by  
**HEADLEY REED CO.**



a little girl on the label and the idea was to bring this trademark to life in a commercial. The little girl would jump out of the label and sing a "Martha White Song." While the agency had redesigned the Frosty Morn package, it felt that the 51-year-old Martha White label was too strong an identifying mark to be tampered with. However, there was no reason why the animated little girl couldn't be made enter in the commercial once she jumped out of the circle in which her picture was enclosed. And that was exactly what was done.

"The result," said Twitty, "has been one of the most amazing sales increases in the company's history. A sales curve which was slipping slightly downward straightened and began to zoom skyward. As a matter of fact, in the first quarter after this new tv film was released in all markets, Martha

★ ★ ★ ★ ★ ★ ★ ★  
 "We have only one radio spectrum. It is the life blood of our industry. If we destroy the blood we cannot live by the transfusions, because there is no new blood that anyone could donate to us. The spectrum is becoming more congested and polluted each year. The way to preserve it is for all manufacturers and equipment users to abide by the RETMA standards for control of spurious radiation. If we cannot do this voluntarily, we will ultimately have to ask the government to step in and do it by force. It is impossible to believe that this industry will fail to take effective steps by voluntary means to conserve the radio spectrum."

GLEN McDANIEL  
 President  
 RETMA  
 Wash., D. C.

★ ★ ★ ★ ★ ★ ★ ★

White flour showed its biggest sales increase in over three years."

Next the agency turned its attention to Standard Candy Co., makers of Belle Camp chocolates, the first account Albert Noble acquired when he opened the Noble-Dury doors in 1945. The company had been primarily a newspaper account and newspapers still are the backbone of its advertising but both agency and account expressed a desire to try the tv approach that had been doing so well.

The account has been handled by Noble himself but Bill Graham was brought into the picture because of his habit of pecking out songs with one finger and because it was felt that in his colossal ignorance of candy might lie the germ of an idea.

A tour of the plant by Graham and Howell Campbell, Jr., president of

Standard Candy, decided the gimmick: an animated story of how Belle Camp gathers ingredients from all over the world and makes candy. Characters in the animation were elves.

The film was tested in Birmingham and Nashville during this year's Valentine's Day season. After the first three months of the year were over, Arch Bishop, ad manager for Standard Candy, reported the following to Noble:

"Nashville, which is our best market and where we have practically 100% distribution, showed an increase of 23% in 1955 over the first quarter

of 1954. Bishop was also elated over:

"Birmingham, where we have about 70% distribution and which has been a rather hard market for us to bring up to where we felt it should be, showed an increase of 30% for the first quarter of 1955 over the first quarter of 1954.

"By way of comparison, in the balance of our distribution area we barely got over the hump for this first quarter; therefore, we are planning on expanding this television advertising to other areas this fall."

One of the interesting facts Noble



Opening ceremonies dedicating expanded facilities at the High Point Furniture Building . . . in the heart of WSJS-TV coverage . . . where the world's greatest concentration of furniture manufacturing boosts the big buying power of the dynamic WSJS-TV market.

THIS GETS BIG COVERAGE EVERY DAY

**WSJS TV**

WINSTON-SALEM, N. C.

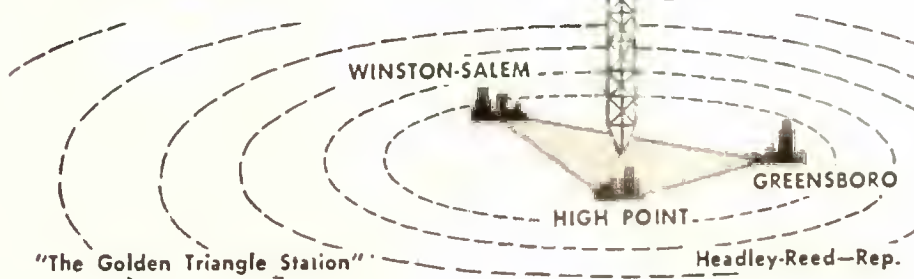
CHANNEL 12



For North Carolina's

**GOLDEN TRIANGLE**

Plus Northwest North Carolina





Dury learned about its animated commercials was the length of time they could run without losing much impact. In the beginning the agency didn't know the answer. Now, based on his experience, Graham figures that "done completely in animation, with a mostly entertainment content and with a lilt-ing musical touch" commercials will bear repetition three times a week on any station for from six months to a year and still attract fan mail from viewers.

The original Frosty Morn commercial was used for 11 months and to the agency it appeared just as popular as ever when taken off the air. Since then the agency did two more and is working on a new one on sausage which will be introduced this winter. All use the same music with new lyrics and animation.

And, speaking of the music, Graham may yet hit the jackpot with his songs. A major recording studio now has the Belle Camp tune, and Graham expects it to be recorded this summer. The original Frosty Morn song is in the hands of several record companies and indications are that it, too, will be waxed soon as a popular song. ★★ ★

## BOSTON NASH

(Continued from page 34)

pretty fair 6% in 1952, climbed to 7% in 1953 and in 1954 to 8%."

When Ray E. McLaughlin, Nash dealers' account executive at the Frost advertising agency in Boston, recommended that they sponsor the Egan sports show, he had several factors in mind:

1. First and foremost, audience composition studies showed that the program appealed to the type of people who're potential Nash customers. A high percentage of the audience, of course, are men, especially sports fans, to whom particular Nash models and certain features of the Nash might appeal. Further, since Egan interviews sports figures in a more personalized vein rather than sticking to their career, the program has a sizable following among women. (The program's latest Pulse rating was 4.4.)

2. By sponsoring Egan, the dealers got an established local personality around whom they could build their sales campaign. Egan began his radio career close to 20 years ago, when he was 22, moved to Boston in 1939 and

continued in radio there. He returned to New York and WOR in 1942, did a three-year stint as a newscaster, and then went back to Boston to become a sportscaster for WHDH. His name has been associated with play-by-play accounts of Boston Braves and Boston Red Sox baseball games, Harvard and professional football, Boston Bruins hockey and Boston Celtics and college basketball. The Nash dealers felt that this type of local radio background gave Egan enough of the hometown spirit for him to have been invited to the Boston Tea Party.

3. Egan became the personification of the Nash dealer, a local personality with whom each dealer could identify. Association with such a personality, said account executive McLaughlin, promotes an aura of confidence in and familiarity with the Nash dealer.

"It's important for a car dealer to have a good reputation and good standing in a community," McLaughlin says. "Now no amount of sheer repetition of a commercial message can convey that feeling as strongly as identification with a known local personality who entertains his listeners every evening. Of course, we're interested in direct sales, in moving specific models of cars. But this is a public relations effort too."

As he points out, the individual Nash dealers in the Greater Boston Association each have their own advertising program over and beyond *All About Sports*. Generally they use radio and newspaper schedules. The function of the dealer group effort is to give prestige to the name "Nash dealer," to serve as a step between the car manufacturer's national advertis-

*proof positive*

# WCUE

*now* **FIRST**

*in* **AKRON**

*latest  
Hooper  
ratings*  
March-April  
1955

SHARE OF RADIO AUDIENCE	Mon. thru Fri. 8:00 A.M.-12 Noon	Mon. thru Fri. 12 Noon-6:00 P.M.
<b>WCUE</b>	<b>32.2</b>	<b>32.7</b>
Station B	29.5	28.3
Station C	27.0	21.6
Station D	4.2	9.3

**Wcue** . . . Akron's only Independent—we're home folks.  
TIM ELLIOT, President

John E. Pearson Co., National Representatives



"—just as KRIZ Phoenix advertised them, Madam—would you like to try them on?"



ing and the individual dealer's pitch. One Boston dealer, for example, has announcement schedules on WIDH.

In Boston, the Nash dealers had a very real problem. In the automobile business, New England is known as a 5% area." This means that automobile makers sell about 5% of their annual production in the eastern half of Connecticut, in Maine, Mass., N.H., Vermont, Rhode Island. Greater Boston accounts for a good two-thirds of these sales. But with its 8% share of sales the Boston territory does 60% better than the normally expected 5%.

Now Boston is as tough a market for an independent car manufacturer as any top metropolitan center can be. In the first place, every single car manufacturer saturates the area with dealerships, because of the wealth and size of the market. Competition is as stiff as it can be.

In the second place, the independent car manufacturers have been fighting each other in a shrinking market against the Big Three of the car industry — General Motors, Ford and

Chrysler. During the past half-decade the combined share of the total U.S. car sales attributed to the independents has shrunk from some 13% to 5%. During the past three years, the "Little Five" of the industry have combatted the giant competition by merging with each other. Nash has been no exception to the pattern — less than a year ago, Nash merged with Hudson.

Thirdly, this has been called the crucial year in the car industry. General Motors and Ford Co. are battling it out for first place. Each major company has produced more cars than ever

in a prosperous economy. They're throwing the full power of their resources into their sales and advertising effort.

This, then, is the industry atmosphere in which the Nash dealers of Boston are operating.

"Actually," says Bert Tracy, New England zone manager for Nash, "This always has been good Nash territory. Every year our sales put us somewhere among the top 10 zones in the Nash organization. But we felt that this wasn't good enough. We wanted to be Number One."

## 4,686,860 TUBES OF TOOTHPASTE!



### MR. TOOTHPASTE MANUFACTURER—

Just one tube of your toothpaste sold in a month to the radio homes in WGN's area would mean 4,686,860 tubes sold — \$1,171,715 at 25c a tube! !\*

WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

\*Nielsen Coverage Service

A Clear Channel Station  
Serving the Middle West  
MBS

WGN

Chicago  
11  
50,000 Watts  
720  
On Your  
Dial



For your best Television buy in Chicago — it's WGN-TV — first in film and spot availabilities.

★  
AIMS MEMBERSHIP  
by  
Invitation  
Only!

Always the Best  
Independent in the Market!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WKY	Seattle	KOL
Houston	KNUZ	Springfield, Moss.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kon.	KWBB
Louisville	WKYW	Worcester, Moss.	WNEB
Milwaukee	WMIL		

Canada  
Calgary, Alberta, Canada  
New Westminster, B.C.

CKXL  
CKNW

Only one  
in each  
market



Membership  
by invitation  
only

RADIO GROUP



**W  
B  
R  
E**

**YOU GET**

- 1,000,000 WATTS
- 17 COUNTY COVERAGE IN N. E. PENNSYLVANIA
- NBC BASIC BUY
- FASTEST NEWS SERVICE TO COMMUNITIES OF AREA
- ENGINEERING KNOW-HOW
- NBC-RCA COLOR
- BEST PICTURE

**-TV Ch. 28**  
**Wilkes-Barre, Pa.**

National Rep. The Headley-Reed Co.

**WREX-TV**

**KING SIZE STATION  
IN A  
KING SIZE MARKET**



**WREX-TV  
GIVES YOU  
THE LION'S  
SHARE  
OF SALES**



**WREX-TV**  
ROCKFORD - ILLINOIS

**CHANNEL 13**

**ABC-CBS NETWORK  
AFFILIATIONS**

**J. M. BAISCH, GENERAL MGR.**  
represented by H-R TELEVISION, INC.

Analyzing their problem, the Greater Boston dealers came to the realization that their past promotion and advertising had been somewhat on a hit-or-miss basis. Individual dealers advertised periodically, principally in print media, but as a group, they tended to rely on the campaigns emanating from their national headquarters.

The logical step, it was agreed, was to unify their efforts both in form and goal. They had never used cooperative advertising previously except for such special events as auto shows. But three years ago they decided that such an effort was the answer. The direct sales goal, they agreed, should be exploitation of the Nash features which would appeal to sportsmen. The agency's suggestion that they sponsor Egan fitted right into the dealers' needs.

While the dealers gave Egan a Nash Ambassador at the outset to acquaint him with the car. Egan has of course pitched for several different Nash models.

"On several occasions," says Tracy, "We have asked Leo to push a particular line which was moving slowly. This usually has consisted of his stressing that particular model over about a week's time. Some months ago, we asked him to do something for the Metropolitan, for which we were then getting few calls. Within 10 days, dealers were reporting considerable interest in it."

Tracy adds that the same thing happened early this summer when Egan gave the V-8 line a boost. Customer response was measurable within a week.

Egan's no shouter. In his sports commentary and in commercials alike, he talks quietly and conversationally. Egan is given suggested commercial copy by the agency, but can change it in any way he sees fit.

Account exec McLaughlin says: "The agency has attempted to personalize the program from the standpoint of allowing Leo to make any remarks he wishes. If he wishes to ad-lib, he is free to do so. The fact that he owns a Nash makes it easy for him to understand and discuss how the car handles and responds under all conditions. He never uses the same copy twice."

Here's a sample of Egan's closing pitch: "From Pittsburgh to St. Louis . . . and from Boston to Bangor . . . Nash sales continue as hot as the weather. Check up on this one of these days . . . ask a Nash owner how he

likes his car . . . see if you're not impressed by his pride of ownership.

"That's it for tonight. That's all about sports for this evening."

Frequently Egan draws local or regional events into the commercial, thus taking advantage of his close relationship to the community:

"This is the eve of the 17th of June . . . the night before the famous opening battle of the American Revolution. Tomorrow is Bunker Hill Day. A holiday in many places, but business establishments will be open as usual. And that includes your Nash dealer who possesses his own brand of revolution: The car that sets the pace for new ideas in motoring, new comfort, new luxury, and yet new economy. It's Nash for '55, the newest idea in automobiles. See it tomorrow at your Nash dealers."

Occasionally Egan will draw upon letters from listeners for his commercials, reading their comments, adding his own, and giving the commercials a flavor of local authenticity. The greater percentage of unsolicited listener testimonials for Nash comes from women.

Egan doesn't consider this surprising: "Even though a sports program theoretically is aimed at men, I try to appeal to women too. That's important when you have a sponsor like Nash because the women usually determine what kind of car their family is going to have."

During the editorial content of his program, Egan also aims at a mixed audience. He leans heavily on interviews, tries to get the sports figure he is interviewing to talk about his family, his home life and his activities outside his particular sports field. That



"This can only happen in the front, because KRIZ Phoenix advertised both my rear ends."

**SPONSOR**



# BMI

## BOOK PARADE

America's Most Widely  
Listened-to Book Program  
In Current Release

### THESE BOOKS:

"Patience"—W. S. Gilbert and Sir  
Arthur Sullivan  
"Out of My Life and Thought"—  
Albert Schweitzer  
"Shane"—Jack Shaefter  
"Joan of Arc"—Lucien Fabre  
"The Roosevelt Family of Sagamore  
Hill"—Hermann Hagedorn  
"Dan'l Boone Kissed Me"—Felix  
Holt  
"The Last Hunt"—Milton Lott  
"The French Canadians"—Mason  
Wade  
"The Devils"—Fyodor Dostoyevsky  
(new translation by David Mar-  
garshack)  
"The Pearl Seekers"—Norman Bart-  
lett

### THESE REVIEWERS:

Gilbert E. Govan; Gerald E. Cos-  
grove; Delmar Leaming; Margaret  
Young; Ernest Cady; Marion Train-  
or; Wallace Stegner; Phyllis Lee  
Peterson; Gil Orlovitz; Ronald  
McKie.

**BROADCAST MUSIC, INC.**

NEW YORK • CHICAGO • HOLLYWOOD  
TORONTO • MONTREAL

We like  
figures  
too!



ON CHANNEL 4

**192%** GREATER

AUDIENCE POTENTIAL  
IN THE COLUMBUS, GEORGIA  
BILLION DOLLAR MARKET

**150,880 TV HOMES**

Television Magazine June 1, 1955

Our Estimate is

**182,172 TV HOMES**

as of July 1, 1955

**COLUMBUS, GEORGIA**

100 KW

**WRBL-TV**



Ask any Hollingbery man  
for comparative TV maps

way, says he, he reaches many listen-  
ers who aren't vitally interested in  
batting averages and hockey results.

Nielsen surveys, incidentally, show  
that women outnumber men in Egan's  
audience four days out of five.

The Greater Boston dealers intend  
to continue bypassing tv for *All About  
Sports*. "We have a fine tv program  
in ABC TV's *Disneyland* to tell our  
story nationally," says Tracy. "But we  
need Leo's radio show to give us wider  
coverage and greater frequency of  
message on a local level. We also  
wanted to keep the personal salesman-  
ship that Leo provides."

Part of that personal salesmanship  
is the merchandisability both of Egan  
and of his program. Every year, for  
example, the Nash dealers give a Nash  
Rambler for the Red Sox player who  
wins the annual WBZ "Ted Williams  
Trophy." The trophy, awarded for  
outstanding performance on the basis

★ ★ ★ ★ ★ ★ ★ ★

"In one year, television has leaped  
from the third to the first medium in  
national advertising expenditures. As  
the fastest growing and now the biggest  
medium for national advertisers, tele-  
vision is becoming more and more im-  
portant in sustaining the dynamic  
growth of our economy."

OLIVER TREYZ  
President, TrB

★ ★ ★ ★ ★ ★ ★ ★

of a point system devised by Egan and  
the famous Red Sox outfielder, went  
to Jimmy Piersall in 1953 and Jackie  
Jensen in 1954.

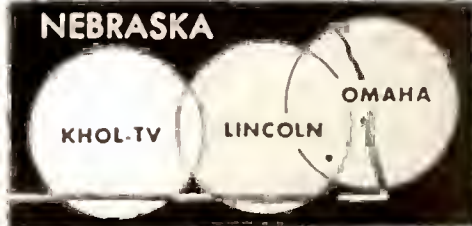
"So far as we can determine," says  
C. Lud Richards, promotion manager  
of WBZ, "that trophy has brought  
both the station and Nash more than  
20,000 lines of newspaper publicity  
throughout New England. At least  
half of the stories referred to the Nash  
Rambler presentation and the Nash  
dealer organization. It's an example  
of what can happen when a sponsor  
is promotion-minded."

The station, in turn, promotes the  
program with newspaper ads carrying  
a credit line for the Nash dealers, pos-  
ters promoting the show which are  
provided for the Nash showrooms. At  
special functions like the annual sports-  
men's show in Boston, Egan broad-  
casts from the Nash display in Me-  
chanics Hall. Egan and station execu-  
tives always attend dealer dinners,  
supply models wearing banners ("From  
WBZ to You") to distribute cigarettes.

**Discover this  
Rich Market**

**Covered Exclusively  
by KHOL-TV**

NEBRASKA



- 30% of Nebraska's  
Entire Farm Market
- 128,000 Families
- With a 1/2-billion  
dollars to spend

High per capita income based on  
irrigated farming, ranching, light  
industry and waterpower.

For information, contact Al Mc-  
Phillamy, Sales Manager, or your  
nearest MEEKER representative.

**KHOL-TV**

Holdrege & Kearney, Nebr.  
CBS • ABC • NBC • DUMONT

IN EVANSVILLE INDIANA

WISE  
BUYERS  
CHOOSE



**THIRTY  
FIFTY**

SALES WITH SHOWMANSHIP

**HIGH NOON RANCH**

Mon. thru Fri.—11:45 to 12:15

Featuring Doug Oldham and the  
Dixie Six, Jeannie Lamb and  
Ulysses Cartini—the tops in "live  
local" programming.

PARTICIPATIONS AVAILABLE

Represented by  
MEEKER TV, INC.—ADAM YOUNG  
ST. LOUIS



CHANNEL 50

NOW OPERATING  
WEOA—CBS RADIO





Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, First Vice President  
John Schilling, Vice Pres. & Gen. Mgr.  
George Higgins, Vice Pres. & Sales Mgr.  
Mori Greiner, Director of Television

## ATTENTION, RADIO SPONSORS

NOW YOU CAN REACH  
THAT BIG RICH  
CHICAGO BILLION DOLLAR  
NEGRO MARKET

**721,500**

LATEST FIGURES  
"JAM WITH SAM"



The disk jockey show that  
is the talk of the town

Monday Thru Saturday—  
9:30 P.M.-12:00 M.

**WGES**—5,000 Watts —  
1390 Kc.

PARTIAL LIST OF SPONSORS  
ARMOUR—Carnation—Coca-Cola  
Ebony Magazine—Illinois Bell  
Telephone—Lucky Strike  
Miller High Life

WRITE, WIRE OR PHONE FOR  
AVAILABILITIES

**SAM EVANS PRODUCTIONS**

203 N. Wabash Ave., Chicago, Ill.  
Phone Dearborn 2-0664

Often Egan acts as m.c. at those dinners, brings a famous sports personality along as guest. He makes frequent personal appearances in Nash showrooms throughout the Boston area to talk sports and sales with dealers and their salesmen.

"This kind of thing not only gives the individual dealer a strong sense of identification with the show," Tracy says. "But it enables Leo and the other station people to meet all of us on a personal basis and become better acquainted with our sales problems."

Nish Atamian, former president of the Nash Dealers Association of Greater Boston, wrote the following letter two years ago to Thomas H. Dunn, WBZ account executive:

"The combined efforts of your station and the advertising agency, Harry M. Frost Co., have helped to produce results beyond our expectations. We have also been greatly impressed with WBZ's promotion policy, sales aids and general station cooperation. It has been handled in true major league style, and we are of the opinion that your station has given us more of this cooperation than you originally promised." ★ ★ ★

## SPOT FIGURES

(Continued from page 26)

Liebmann Breweries, \$2.35 million: Avco Manufacturing, \$2.15 million: Socony-Vacuum, \$2.1 million, and Lever Bros., \$2 million. (Other major spot advertisers, including Bulova with \$6.5 million in spot tv alone, went unrecorded in SPONSOR's necessarily partial listing.)

Publication of the SPONSOR figures was welcomed by important industry spokesmen. Oliver Treyz, president of the Television Bureau of Advertising, said: "The release of information about spot spending is badly needed. I think SPONSOR provided an important service in highlighting the problem and compiling estimates. However, a lot more needs to be done in making spot tv expenditures available and in pointing up the rapidly increasing activity in the medium."

Comment also came from Kevin Sweeney, Radio Advertising Bureau president: "The effort being made by SPONSOR to uncover spot spending is commendable and its publication of figures is a step in the right direction. Any estimates, however carefully re-

searched, are bound to be subject to questions of accuracy, but this is just another way of saying that what we need now is an official industry method of gathering these figures. RAB is going to make a college try for them in the fall."

Lawrence Webb, new managing director of the Station Representatives Association, declared: "There is no question in my mind but that publication by SPONSOR of spot figures will be a help in spotlighting the need for a regular survey of spot spending. Though SPONSOR could not publish figures for all advertisers, it was an admirable pioneering job."

To aid further in the attempt to get spot figures published, SPONSOR is undertaking a fact-finding job to determine what methods of gathering spot data are deemed best by advertising managers, agencies and national representatives. Readers can play an important role by filling out the questionnaire which appears with this article and sending it to SPONSOR.

The two new efforts to gather spot radio data reflect the fact that, after two decades, there is still no agreement on the best way to gather spot radio data.

Aside from the fact that RAB and Executives Radio-Tv Service are going to different sources, they are also getting different kinds of data. RAB is now working on a cross-section of radio stations, from which it hopes to get total dollar figures on brand spending. The final figures will be a national projection of the dollars reported spent by the station sample. These would be reported quarterly. In addition, it is hoped that dollar spending by brands in certain important markets would be included.

Sweeney said he hopes to get the survey underway by October. He made clear that he was by no means sure of success but pointed out that to insure success he was sacrificing, for the time being, the fine details of spot spending in favor of a big return from stations.

The RAB survey will not attempt to get detailed data on spot activity by stations. To attempt this at present, Sweeney feels, would only scare off the

**\$99.00 INVESTED in the  
NASHVILLE, TENNESSEE  
NEGRO MARKET  
SOLD \$3,500.00 in appliances  
VIA **WSOK****



stations, who have a deep-seated aversion to indicating how much money they are taking in. As a further inducement to broadcasters, RAB will make use of a respected fact-gathering organization, to process the data given out by stations. This is to assure co-operating stations that there will be no leak of information about business being done by individual outlets. Sweeney has already held discussions with two prominent fact-gathering firms.

The effort being made by Executives Radio-Tv Service is to get additional ad agencies to reveal data for the ERTS *Spot Radio Report*. This report, put out by James M. Boerst, gives monthly details on (1) the number and call letters of stations bought by national and regional advertisers, (2) whether the time was bought at night or during the day and (3) whether the purchase was a program, participation, announcement or station break. This is the same type of information published by the *Rorabaugh Report on Spot Television Advertising*, except that Rorabaugh gets information from stations.

However, while the *Rorabaugh Report* is a fairly complete listing, *Spot Radio Report* is limited at present to about 225 brands or accounts reported by 48 agencies. Some of the top spot radio users, such as the Big Three in soap, are not represented. Because of this lack, Boerst will make a determined effort to bring more agencies and accounts into his fold next fall.

Boerst's future plans follow the failure of an effort by Rorabaugh and he to get detailed spot radio information from stations for a *Spot Radio Register* earlier this year. The pair were aiming at convincing 600 to 700 stations (which would be most of the stations carrying spot radio business) that they'd be helping themselves as well as the industry by reporting their national spot business. However, less

than 30% said they would cooperate.

In addition to getting spot radio data on where, how often and when, the ill-fated *Spot Radio Register* would have been the basis for estimating dollar spending, much as the *Rorabaugh Report* is now. Failure of the *Register* came despite the public support of the RAB president.

Rorabaugh, who made a success of his *Report* because he started when the tv industry was in its infancy and also because he received the support of a number of prominent broadcasters, now supplies, on order, quite a few dollar figures by brands.

These dollar figures are not published, however. Rorabaugh says that it is only through by-product sales such as these that a survey like his can be profitable for, he says, he does not make money on the sale of his over-all report.

Because of the fact that even where detailed dollar figures are calculated they are not published, pressure is increasing on the radio and tv promotion arms—RAB and TvB—to underwrite the cost on the theory that media itself should supply the facts about ad spending. As mentioned previously, RAB is preparing to get underway on this task by fall.

There has been some talk of TvB paying for data from Rorabaugh, who would convert the facts in his report to dollar figures. Since *Rorabaugh Report* carries most of the tv stations, the problem of projecting the dollar figures nationally is not great. It is believed TvB would buy dollar figures only for certain categories of products, rather than the entire report. However, nothing definite has been decided.

Because *Rorabaugh Report* provides a good start toward the gathering of dollar figures in spot tv and because of the greater scarcity of information about spot radio, interest is centered on the latter domain of spot spending. The problem of unearthing spot radio figures, moreover, is greater because of the greater number of radio stations—2,700 compared to about 420 tv stations at present—though not all radio stations carry national spot advertising. It is felt that even if spot radio spending on no more than 1,000 radio stations could be gathered, the millenium would have arrived. As made clear earlier in the article, RAB is aiming for the information from a cross-section of the radio stations carrying national spot advertising. ★ ★ ★

**TIMBER-R-R**  
POWER  
LUMBER  
AGRICULTURE

Power. Yes there's abundant water and water-control development in Lane County to provide a large supply of low-cost power. Cost is less than half the nat'l average.

**CBS Radio**  
**5,000 WATTS - 1280 KC**  
**KERG**  
**EUGENE, OREGON**  
WANT MORE FACTS?  
-CONTACT WEED & CO.

A  
\$100,000,000

**RURAL MARKET  
AWAITS  
YOUR SALES  
MESSAGE**

**KUOA** AM  
AND  
FM

5000 Watts  
SILOAM SPRINGS, ARKANSAS  
Northwest Arkansas'  
Most powerful station

**1,000,000  
WATTS**  
**1st in Power  
and Coverage**

**WILK-TV**  
Wilkes-Barre  
Scranton  
Call Avery-Knodel, Inc.





# w-PAL

of Charleston  
South Carolina

## PAL says:

"Summer Radio Stations . . . and Summer Not! w-PAL is a summer radio station. By that we mean we take pride in doing a selling job for our clients *all year long*—including the summer. Our clients know this, and the majority of them are year 'round residents with us! To reach the lush negro market in Coastal Carolina, you really *need* w-PAL! This 'little doggy station' can really 'put on the dog' for you!"

Forjoe & Company

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## For a "BESTEVER" Vacation

—and we mean the "Best under the sun".  
For those health-giving, energizing rays live here all year 'round!



SWIMMING POOL • SUN BATHING  
SNACK BAR • SPORTS • TELEVISION  
SIGHTSEEING • GOLF • FREE PARKING

Two in a room with private bath including full course brunch & dinner from \$12.00 per person. Write for illustrated brochure and special packaged tours.

# FOX MANOR HOTEL

Pacific Avenue (Near the Boardwalk)  
ATLANTIC CITY, NEW JERSEY



# Newsmakers in advertising



**Ted Steele**, radio-tv v.p. at Benton & Bowles, New York, is busier than ever working up air media plans for the four new clients B&B acquired during recent weeks: Florida Citrus Commission, Grove Laboratories, part of Johnsons' Wax and Studebaker, accounting for over \$13 million in total additional billings. Says Steele: "It seems to me that any advertiser with a large stake in network or national tv today almost requires an ad agency in a position of leadership in tv because the agency must have close ties with network and programing sources to take advantage of new availabilities."



**Lester Gottlieb** will be CBS TV's daytime programing head by fall, leaving his post as program v.p. of CBS Radio. "This is no reflection on our radio network. I feel there's a lot of vitality there," says he. "As far as tv is concerned it's no cut and dried programing situation. One can't think of tv in terms of radio, nor should one think in terms of the programing cliché of a few years ago. Tv offers all kinds of new vistas that have not been explored yet." Until he assumes his new post, Gottlieb is producing the Frankie Laine Show which replaces Godfrey and His Friends for the summer.



**Norman B. Norman**, exec v.p. of Norman, Craig & Kummel, New York, says that the new agency name (effective since 7 July) represents, for one thing, the streamlining of the former Weintraub agency's tv departament. "Every major agency," says he, "has one-third to half of its billing in tv. By fall we'll have between \$10 and \$11 million in tv ourselves. Revlon's a \$6 million tv account; Blatz and El Producto are heavy spot tv clients; Ronson has just signed for two 15-minutes of Doug Edwards representing \$3.5 million; Selchow & Righter will soon go tv. At the beginning of the year we started from scratch in tv, but now we're got know-how."



**Vincent T. Wasilewski** will be NARTB's new manager of government relations starting 10 August. He takes over in an era when the industry faces important government problems, including the impending FCC decision on free tv, FCC and Congressional investigations. Chief NARTB attorney since February 1953, he joined the organization in 1949. In his new post he succeeds Ralph Hardy, who joins CBS as a v.p. in Washington on 6 September. Wasilewski became Doctor of Jurisprudence in 1949, was admitted to the Illinois Bar in 1950. He is now a member of the American Bar Association, and serves with the Committee on Copyright Law Revision. (His former job as chief attorney for NARTB had not been filled by presstime.)

## QUEEN ISABELLA

hocked her jewels for a fella  
to prove the world was round.  
The chance she was taking  
was rather world shaking,  
suppose he had run aground?  
But Christopher knew  
what his three ships could do  
and his discovery of America  
was in.  
To parallel his feat  
we repeat and repeat,  
you can discover success  
on WPIN.

When you discover WPIN, you have unearthed the daytime station preferred by more local advertisers.

WPIN's clear channel signal serves a market of 790,300 people with a buying income of \$959,610,000.00. This dominant news station is the West Coast of Florida's best daytime radio buy!

## WPIN

680 Clear Channel

Offices and studios in the  
Royal Palm Hotel  
St. Petersburg, Florida

Arthur Mundorff, Owner-Manager

Represented Nationally by  
Walker Co., Inc.

## EXPERIENCE AVAILABLE

PROMOTION  
AND PUBLICITY  
DIRECTOR

Heavy radio experience with  
top independent, affiliated and  
network owned operations.

Know television.

Age 38, small family,  
can travel. Box 725

SPONSOR 40 E 49 Street  
New York 17, NY



# Now Available from **SPONSOR SERVICES INC.**

## BOOKS

### 1 ALL-MEDIA EVALUATION STUDY

155 Pages

\$4

This book gives you the main advantages and drawbacks of *all* major media . . . tips on when to use each medium . . . yardsticks for choosing the best possible medium for each product . . . how top advertisers and agencies use and test media . . . plus hundreds of other media plans, suggestions, formulas you can put to profitable use.

### 2 TV DICTIONARY/HANDBOOK

48 Pages

\$2

The brand-new 1955 edition contains 2200 definitions of television terms . . . 1000 more than previous edition. Compiled by Herbert True of Notre Dame in conjunction with 37 other tv experts, TV DICTIONARY/HANDBOOK also contains a separate section dealing with painting techniques, artwork, tv moving displays, slides, etc.

### 3 BUYERS' GUIDE TO STATION PROGRAMMING

\$2

The 1955 GUIDE gives you, in one handy source, the programing profiles of radio and tv stations. In addition, you'll find separate directories of stations specializing in classical music . . . after-midnight . . . folk music . . . music and news . . . sports . . . religious . . . farm . . . foreign language . . . Mexican . . . American . . . Negro . . . film, etc.

## REPRINTS

### 4 HOW DIFFERENT RATING SYSTEMS VARY IN THE SAME MARKET

15c

Ward Dorrell, of John Blair (station reps). shows researchers can be as far as 200% apart in local ratings.

## 12 SERVICES TO HELP YOU MAKE THE MOST OF YOUR RADIO AND TELEVISION OPPORTUNITIES

### 5 TIPS ON HOW TO MAKE GOOD TV COMMERCIALS

20c

Anecdote-packed article on how to get most for least. Aimed at beginners, but useful for veterans, too.

### 6 WEEK-END RADIO

25c

Listener's-per-set increases 25% on the week-end; out-of-home listening jumps 10%.

### 7 NEGRO RADIO HAS COME OF AGE

40c

20 pages of facts and tips on how to use Negro radio successfully.

### 8 HOW IS RADIO DOING IN TV MARKETS

20c

Results of Politz Study.

### 9 HOW 6 BIG SPOT CLIENTS USE RADIO

20c

Pall Mall, Esso, Mennen, Shell, American Airlines, *Life*.

### 10 ALL-NIGHT AUTORAMA SELLS 300 CARS

20c

Car dealer scores by adopting charity "telethon" idea to auto sales.

## BOUND VOLUMES

### 11 VOLUME FOR YEAR 1954

\$15

Every information-packed issue of SPONSOR for 1954, bound in sturdy leatherette. Indexed for quick reference, bound volumes provide you with a permanent and useful guide.

### 12 BINDERS

1—\$4 2—\$7

Handy binders provide the best way to keep your file of SPONSOR intact and ready to use at all times. Made of hard-wearing leatherette, imprinted in gold, they'll make a handsome addition to your personal reference "library."

## ORDER FORM

SPONSOR SERVICES  
40 East 49th St.  
New York 17, N. Y.

Please send me the  
SPONSOR SERVICES  
encircled by number  
below:

1 2 3 4 5 6  
7 8 9 10 11 12

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ Enclosed is my payment of \$ \_\_\_\_\_

☐ Send bill later.

Quantity Prices Upon Request



## REPORT TO SPONSORS for 25 July 1955

(Continued from page 2)

**More radios made this year** Radio set production, reflecting demand for sets, continues rise. May set production was over 50% ahead of last year, RETMA reports. January to May total this year is 5,853,954 radios compared with 4,084,904 during same period 1954. Commented radio network executive: "They aren't buying 'em for doorstops."

-SR-

**New Etiquet tv commercial** While trend in tv commercials is toward simplicity, lack of gimmicks, McCann-Erickson recently bucked trend with ultra-fancy film for Etiquet deodorant. Commercial is believed to be first combining stylized art and props, animation, live action in single frames. Samples: animated clock in white ink, ticks off hours of day, makes appropriate faces at attractive model; girl typist rises from chair, dances in office skirt and blouse, which dissolve into white ball gown.

-SR-

**How to test network radio** Advertisers who wish to test radio network show and copy under network conditions without buying full-scale lineup can take cue from Coast Fisheries, Quaker Oats subsidiary. For 1954-55 season, firm tried specially-built NBC Radio network, which slotted account in desired test markets. Product was Puss 'n Boots, leading cat food; show was "Hotel For Pets," daily serial featuring talking animals, created by Lynn Baker agency. Success of venture has convinced account of network radio's value. Show is expected back in fall on regular network.

-SR-

**Why each market needs study** Why should company with national distribution vary way it buys radio and television by markets? This is frequently raised question and among best recent demonstrations of need for selective approach is provided by A. C. Nielsen breakdown on retail food sales. It shows food sales gain in 1954 over 1953 was 2.6% for nation. Yet individual areas of nation showed variations ranging from 6.3% gain in New England to .3% decline in Southwest.

-SR-

**Am outlets multiply** Licensed and operating am stations hit new high of 2,732 on 1 July (of which 34 are non-commercial) with additional 108 CP's, according to NARTB research department. On 1 July a year ago total am licensed and operating stations was 2,583. However, total fm stations are down. Figure for 1 July 1955 was 540 (all commercial) compared with 553 year previous.

-SR-

**Canadian radio ready for tv** Tv's impact on radio in Canada is following same pattern as in U.S.—with one big exception: because of U.S. experience, Canadian radio was prepared ahead of time to meet video competition. Music and news programing is well-established in many radio-tv localities, radio promotion efforts are stressing multi-set homes, out-of-home listening, etc. For complete roundup of Canadian radio tv picture, see SPONSOR's Canadian Section 2 issues hence (22 August).

-SR-

**B&M picks new agency** Burnham & Morrill agency switch (from BBDO, Boston to John C. Dowd agencies, Boston and New York) isn't based on fundamental change in media thinking. Dowd is now studying account data, including results of television test campaign reported week-by-week in SPONSOR. (For latest report on B&M tv test, see page 32 this issue.)



# THIS WE FIGHT

## SPONSOR'S 1955 EDITORIAL PLATFORM

"In our opinion, the proper rule of a trade paper is not only to inform, but to actively lead the way. SPONSOR has built on this concept, and its unusual growth is in good measure due to the needs it has seen, the causes it has espoused."

These words appeared at the start of the editorial platform we published 9 February 1953. They still express our fundamental editorial philosophy as we again set forth for every reader the things SPONSOR stands for—and fights for.

During SPONSOR's nine years we have fought for proper use of radio and tv ratings, for better commercials, for increased recognition of timebuyers, for a full and accurate count of radio listening in all its forms, for the formation of BAB and later TvB.

Notably in the case of recognition now accorded out-of-home and multi-set radio listening; and the formation of both BAB (now RAB) and TvB, causes for which SPONSOR has battled have been successful. In other instances the fight goes on.

Through editorials, through articles designed to fulfill our editorial platform (see article this issue, page 25), SPONSOR will fight for these objectives:

1. We fight for the preservation of free television. A change in the basic American pattern of commercial broadcasting should not be allowed to endanger a medium which has proved most effective in serving the best interests of the greatest number at a cost sustained by advertising.
2. We fight for the tools advertisers need to evaluate the air media

and the most needed of these today is a uniformly acceptable television set count and circulation study.

3. We fight for the agency system based on the commissions granted by media to agencies which operate legitimately to earn it. We believe it has been a major factor in the success of the free enterprise system, which has been built on advertising.
4. We fight for better radio and tv ratings and a more realistic appraisal of their values. We are convinced that radio and tv ratings should rarely be the sole factor in deciding what to buy.
5. We fight for better, more effective commercials. Today's great frontier in advertising is in the field of selling effectiveness. We work to show the advertiser that if he devotes as much effort to researching and improving the commercials as he does to nose-counting his audience, his profit from advertising will multiply.
6. We fight for regular publication of spot tv and radio expenditures of companies comparable to figures available for all other major media. We believe that many advertisers will fail to recognize the stature of the spot media until spot spending comes out in the open. This can hurt advertiser as well as the broadcast industry itself.
7. We fight to convince the advertiser that radio has a place in the American home which neither television nor any other medium can usurp; that there is a secure place for television as well. Indeed, we firmly believe that every honest medium has a firm niche in the rapidly expanding advertising firmament.
8. We fight for a full and accurate count of radio listening. When we began to call for more thorough radio measurements, multi-set and out-of-home measurement was virtually non-existent. Much progress has been made, but much progress remains to be made in recording the full extent of radio listening today.
9. We fight for timebuyer status at all advertising agencies equal to spacebuyer status. We are grati-

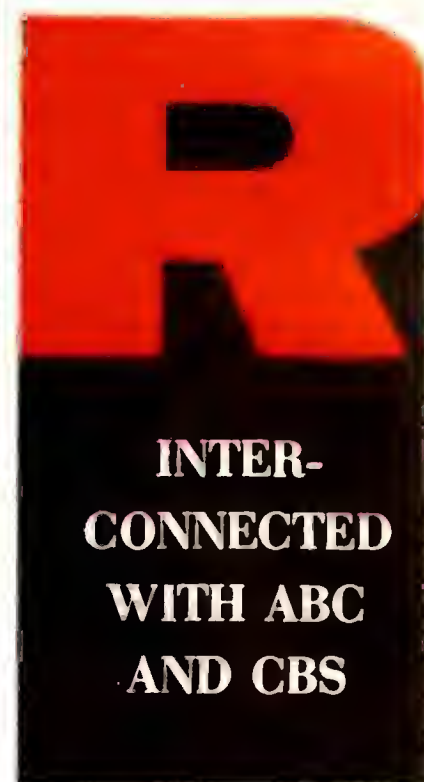
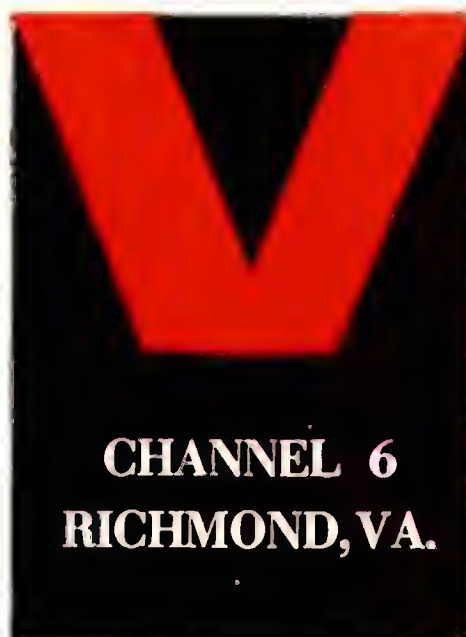
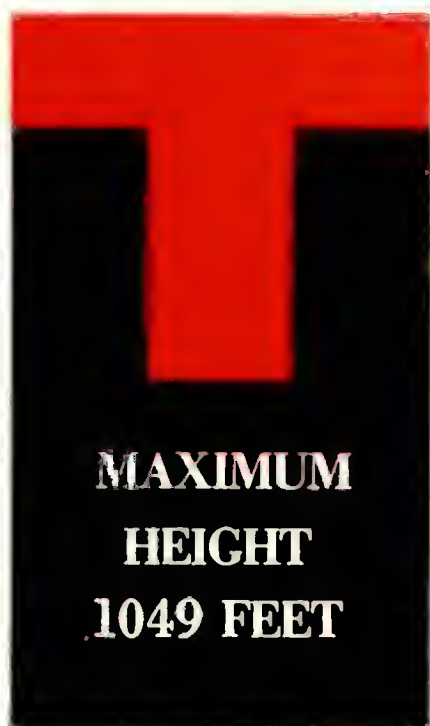
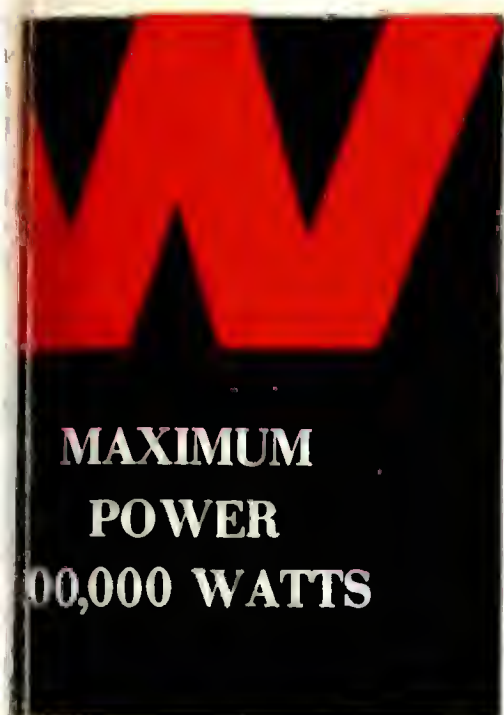
fied by the progress which has been made in recent years, but we hope to see and foster even greater recognition of the expert role an experienced timebuyer should be allowed to play.

10. We fight to encourage advertisers, agencies, networks and stations to experiment with and create new program forms, to help the industry realize that such experimentation and creativeness is essential to the growth of radio and tv. We regard the constant search for new talent as an essential part of building ever-fresh programming.
11. We fight for the preservation of selling based on a firm rate card. Nothing is more destructive to good advertiser-media relations than a system of barter.
12. We fight to point out the danger of pricing television time and program costs out of the market. We constantly strive to show how this can be prevented.
13. We fight for effective, factual promotion of television and radio through TvB and RAB. We believe that solidly financed promotional organizations are essential to provide advertisers with facts they need for buying decisions and to keep both of the air media strong.
14. We fight for easier methods of coordinating and launching spot radio and tv campaigns. Much more spot would be used if agencies could be shown ways to reduce the details presently inherent in these potent media. Standardization of forms on which availabilities are presented, in particular, is needed to ease the problems of buying.
15. We fight for clarification of the role of air media in merchandising the advertiser's message. Much confusion exists as to what the client can reasonably expect.
16. We fight for sound evaluation of all media based on the facts rather than emotional thinking or a follow-the-leader philosophy. We were impressed, in preparing our All-Media Evaluation Study, with the need for intensive research into scientific methods of media selection, now often lacking. ★ ★ ★



The South's **FIRST** TV Station

is Richmond's **ONLY** TV Station!



From Richmond, Virginia's capital city, **WTVR**, "the wide area station", provides coverage in 70 surrounding counties—including a 100 microvolt or better certified measured signal in Norfolk, Virginia. Serving over 193,000 set owners, WTVR offers a combination of Power-Packed Coverage, Fabulous Ratings (average nighttime ratings 63.9), and Local Program Know-How that spells R-E-S-U-L-T-S. Over 200 regular weekly sponsors use this WTVR success formula. Enough said?

**WMBC AM WCOD FM WTVR TV**

*First Station of Virginia*

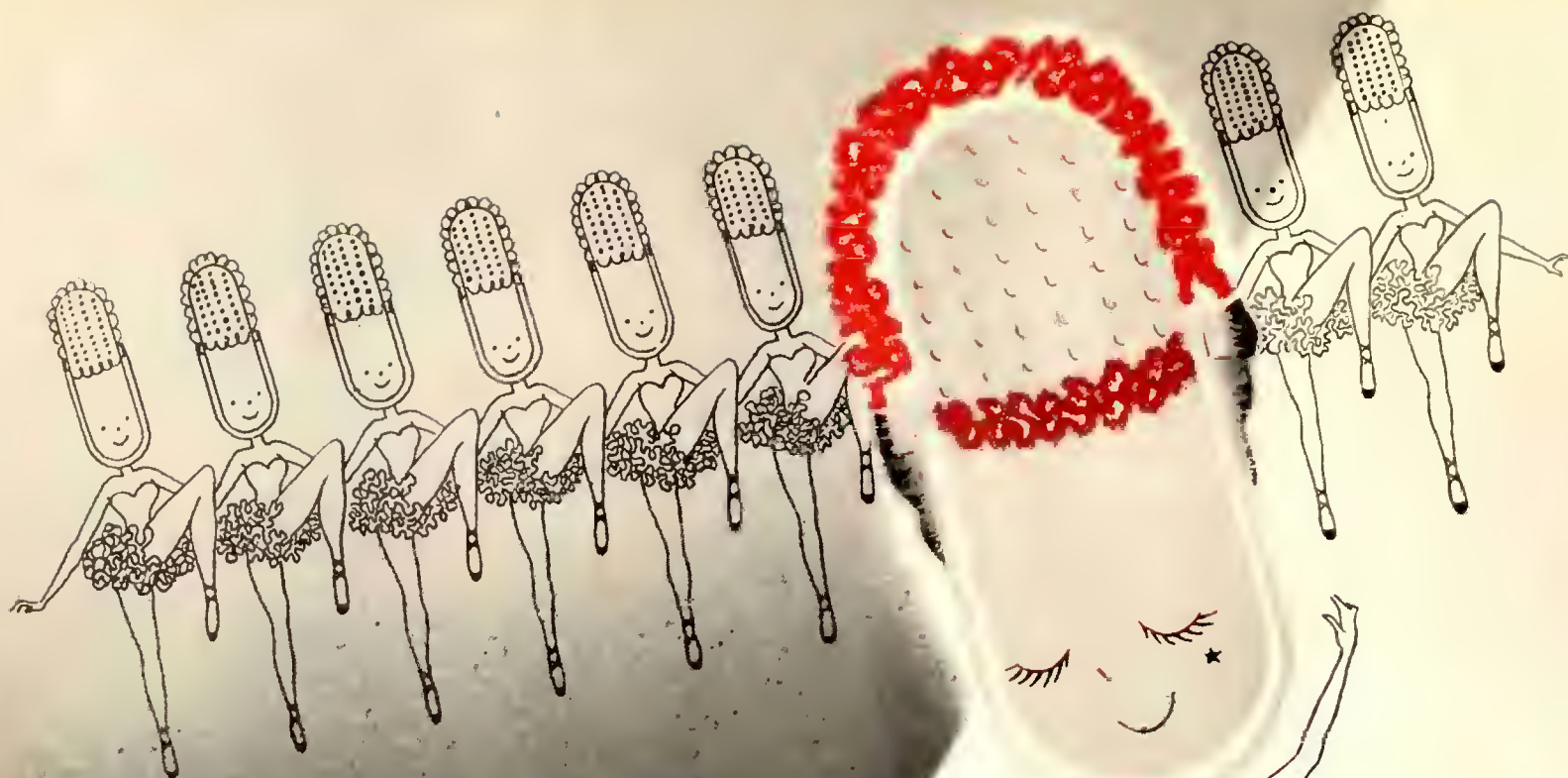
*A Service of HAVENS & MARTIN, INC.*

WMBC REPRESENTED NATIONALLY BY THE BOLLING CO

WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC







**NOT THE CHORUS...**

***the Star!***

★ When Adam J. Young Jr. Inc. represents your station, you get concentration on YOU exclusively.

In talking to advertisers, we're not selling a long list of stations—we concentrate on YOU and the market YOU serve.

We represent only 20 top radio stations...each in a widely separate and distinct market.

This policy of exclusivity of concentration gets such impressive results that we can afford to concentrate on the star...not the chorus.

**ADAM J. YOUNG Jr.**

**INCORPORATED**  
477 Madison Ave.  
New York City

RADIO STATION REPRESENTATIVES

New York • Boston • Chicago • St. Louis • Los Angeles • San Francisco